



HIGHWAY SAFETY PLAN

FFY 2018

Iowa Department of Public Safety / Governor's Traffic Safety Bureau

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Highway Safety Office Overview

Delegation of Authority and Program Administration

In accordance with the "US Highway Safety Act of 1966" (P.L. 89-564) and any acts amendatory or supplementary thereto, the Iowa Department of Public Safety, Governor's Traffic Safety Bureau (GTSB) administers the state of Iowa's allocation of federal highway safety funds. On December 4, 2015, then President Barack Obama signed into law the "Fixing America's Surface Transportation" (FAST Act), Public Law 114-94.

The GTSB provides federally-funded grants to city, county, and state entities as well as hospitals, universities, and other non-profit agencies working to improve traffic safety in the state of Iowa. As such, it is the responsibility of the GTSB to ensure the program is run in an efficient manner, including ensuring contractors/grantees follow uniform procedures which allow for flexibility without the loss of oversight control. Throughout the program year, the GTSB Program Administrators monitor projects to ensure compliance with federal requirements and assist agencies in setting and achieving performance measures. Responsibilities of GTSB Program Administrators include reviewing reports, conducting site visits, and having interaction with grantees, all with the common goal to reduce death and serious injuries on Iowa's roadways.

Iowa Administrative Code 661 – Chapter 20, as provided below, governs the operation of the state highway safety office and the allocation of federal highway safety funds.

Iowa Administrative Code 661 – Chapter 20 is provided below:

661—20.1(23USC402,Exec Ord 23) Authority. Title 23 U.S.C. section 402 requires each state to have a highway safety program sponsored by the U.S. Secretary of Transportation and for which the governor of the state shall be responsible.

20.1(1) The governor has designated the commissioner of the department of public safety as governor's highway safety representative for Iowa and established the department of public safety as the state highway safety agency in Governor's Executive Order Number Twenty-Three, signed June 9, 1986, and published in the Iowa Administrative Bulletin on July 2, 1986.

20.1(2) The governor's traffic safety bureau shall administer the state highway safety program in accordance with the provisions of Title 23 U.S.C. and Governor's Executive Order Number Twenty-Three.

661—20.2(23USC402,ExecOrd23) Purpose. The purpose of the highway safety program is to provide a coordinated federal, state and local effort to reduce traffic-related deaths, injuries, and property damage crashes.

The following eight highway safety priority areas have been established by the federal government to provide a guide to program involvement and reimbursement: alcohol; police traffic services; emergency medical services; traffic records; occupant restraints; engineering; motorcycles; and pedestrians/bicycles.

661—20.3 (23USC402,ExecOrd23) Responsibilities.

20.3(1) The governor's traffic safety bureau shall develop and prepare the state's highway safety plan based on evaluation of highway crashes and traffic safety problems within the state.

20.3(2) The governor's traffic safety bureau shall encourage and assist local units of government in improving their traffic safety programs.

20.3(3) The governor's traffic safety bureau shall serve as a reviewing authority for federal and state traffic safety programs.

20.3(4) The governor's traffic safety bureau shall monitor safety program activity and expenditures of funds by state and local agencies as authorized by Title 23 U.S.C. 402.

20.3(5) The governor's traffic safety bureau shall coordinate the state highway safety plan with other state agencies.

20.3(6) Application for funding.

a. Proposals for funding highway safety programs may be submitted at any time by any city, county, or state agency, or nonprofit organization or any other eligible organization or individual.

b. Applications must be received on or before March 1 to be considered for funding in the next federal fiscal year beginning October 1.

c. Initial proposals should include project title, statement of the highway safety problems to be addressed supported by three years of crash data, what is being proposed to solve the problem, how it will be evaluated, a proposed budget, and a letter of intent accepting responsibility for the proposed project from the responsible authority of the organization making application.

d. Only written requests containing the listed elements will be considered for funding.

e. Assistance in developing and submitting proposals for highway safety funding may be obtained by contacting the Director, Governor's Traffic Safety Bureau, Iowa Department of Public Safety, State Public Safety Headquarters Building, 215 East 7th Street, Des Moines, Iowa 50319, or by electronic mail via the Internet at gtsbinfo@dps.state.ia.us. EXCEPTION: Applications for funding of programs pursuant to the authority of 23 U.S.C. 153 must be received by the governor's traffic safety bureau on or before June 1 to be considered for the following federal fiscal year.

661—20.4(23USC402,ExecOrd23) Funding criteria.

20.4(1) Allocation of federally appropriated funds administered by the governor's traffic safety bureau pursuant to Title 23 U.S.C. as amended through September 1, 1993, shall be based on: (1) federally mandated projects; and (2) high fatality and personal injury crash causations and locations. The following criteria will be used to rank Iowa's counties according to the severity of their highway safety problems:

a. Fatal crashes by county.

b. Personal injury crashes by county.

c. Serious personal injury crashes by county.

d. Alcohol-related fatal crashes by county.

e. Alcohol-related personal injury crashes by county.

f. Vehicle miles of travel by county.

g. Serious traffic offenses by county.

h. Fatal and injury crashes involving motorcycles by county.

i. Fatal and injury crashes involving pedestrians and bicycles by county.

Eligibility of counties, and cities within those counties, for the limited federal funds available will be determined according to county rankings on the nine listed criteria.

20.4(2) At least 40 percent of all federal funds apportioned to the state of Iowa pursuant to Title 23 U.S.C., Section 402, for any fiscal year shall be expended by political subdivisions of the state to carry out local highway safety programs authorized by the governor's representative for highway safety.

661—20.5(23USC402,Exec Ord23) Program requirements.

20.5(1) All approved programs funded by the governor's traffic safety bureau must be administered in compliance with the Iowa Governor's Traffic Safety Bureau Policies and Procedures Manual, 1993.

20.5(2) Highway safety contract procedures and reporting forms and their explanations are contained in the Iowa Governor's Traffic Safety Bureau Policies and Procedures Manual, 1993.

20.5(3) Single copies of the Iowa Governor's Traffic Safety Bureau Policies and Procedures Manual may be obtained on request from the Director, Governor's Traffic Safety Bureau, Iowa Department of Public Safety, State Public Safety Headquarters Building, 215 East 7th Street, Des Moines, Iowa 50319

GTSB Staff

Patrick Hoye, Bureau Chief

515/725-6120

hoye@dps.state.ia.us

Program Oversight, Staff Supervision, Liaison to Office of Commissioner of Public Safety, National Highway Traffic Safety Administration and the Governor's Highway Safety Association

Denny Becker, Alcohol Program Coordinator and Program Administrator

515/725-6128

becker@dps.state.ia.us

Impaired Driving Task-Force Chair, 24/7 Program Coordinator, Impaired Driving Issues/Projects, and Program Administrator for Grants

Cristin Dee, Grants Administrator

515/725-6130

dee@dps.state.ia.us

Grants Management and Oversight, Web Grant Issues, Program Reporting and Staff Travel

Larry Grant, Program Administrator and High Five Coordinator

515/725-6124

grant@dps.state.ia.us

High Five Coordinator, Multi-Disciplinary Safety Teams, Speed, and Program Administrator for Grants

Jim Meyerdirk, DRE/ARIDE Coordinator and Program Administrator

515/725-6125

meyerdirk@dps.state.ia.us

Drug Recognition and ARIDE Training, Law Enforcement Liaison, and Program Administrator for Grants

Mick Mulhern, Compliance Officer and Program Administrator

515/725-0148

mulhern@dps.state.ia.us

Policies, Training, Media, Facebook, and Program Administrator for Grants

Todd Olmstead, Youth Coordinator and Program Administrator

515/725-6122

olmstead@dps.state.ia.us

Youth Issues/Projects, and Program Administrator for Grants

Ihla Oertwig, Office Coordinator

515/725-6123

oertwig@dps.state.ia.us

GTSB Resource Materials, Inventory Management, DRE Board Secretary, Staff Schedules and Staff Support

Jennifer Parsons, Program Administrator, sTEP Coordinator, Distracted Driving

515/725-6127

parsons@dps.state.ia.us

Distracted Driving Projects and Issues, Older Drivers, Rural Road Safety, Annual Conference, and Program Administrator for Grants

Joanne Tinker, Program Evaluator and Traffic Records Coordinator

515/725-6134

jtinker@dps.state.ia.us

Program Evaluation, Traffic Records Coordinator, STRCC Co-Chair, Problem Identification, Highway Safety Plan, Grant Applications, and Annual Evaluation Report

Cinnamon Weinman, Occupant Protection Coordinator and Program Administrator

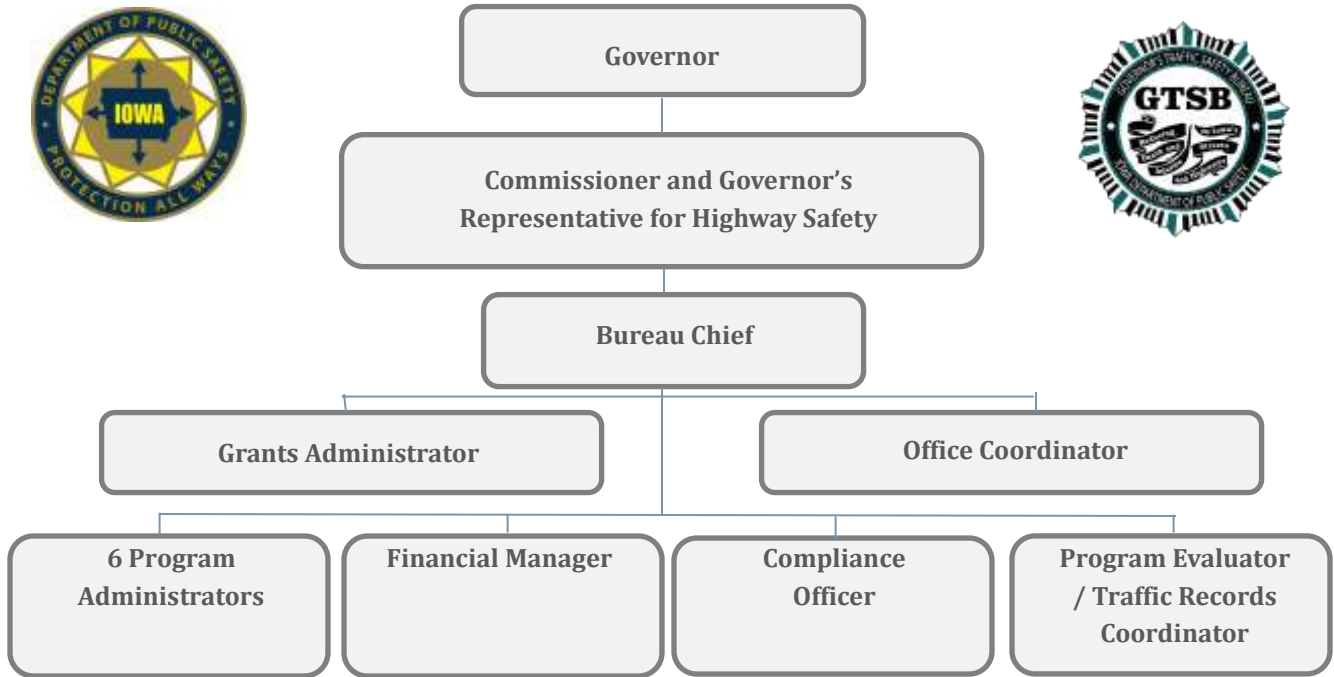
515/725-6121

weinman@dps.state.ia.us

Seat Belts/Child Restraints, Bicycle/Pedestrian, Injury Prevention, School Bus, and Program Administrator

Financial Manager - VACANT

Table of Organization



Highway Safety Planning Process/Data Sources and Information

Data is the foundation of all countermeasure developed and implemented within the state of Iowa. It is critical to maintain data which is timely and accurate to make decisions about traffic safety problems and to determine the best countermeasures to manage and evaluate programs. Iowa traffic safety professionals utilize numerous sources of data. Enforcement strategies and goals are evidence-based.

NHTSA Data, Reports and Publications

Fatality Analysis and Reporting System (FARS)

Iowa utilizes data maintained in the FARS Encyclopedia to assist in the development of performance measures and for the evaluation of performance measures and goals as reported in the Annual Evaluation Report. The analysis of the FARS data helps identify where Iowa ranks nationally. State Traffic Safety Information (STSI) is also used for state-specific information.

NHTSA Reports and Publications

NHTSA provides an abundance of reports and publications in a variety of topic areas. These reports summarize traffic safety issues from a national perspective but also provide state-specific information and rankings. NHTSA reports and publications used to formulate Iowa’s FFY 2018 Highway Safety Plan included:

1. **“Countermeasures that Work”** – NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices”, 8th Edition, 2015, assists State Highway Safety Offices in the selection of science-based traffic safety countermeasures. The guide describes major strategies relevant to highway safety offices, summarizes their use, effectiveness, costs and implementation time, and provides references to research summaries and individual studies. The effectiveness ratings within “Countermeasures that Work” identify the maximum effect that can be realized with high-quality implementation. It is understood, however, that effectiveness can vary greatly from state to state. The effectiveness rating is used as a tool and is based upon the following scale:

★★★★★	Demonstrated to be effective by several high-quality evaluations with consistent results.
★★★★☆	Demonstrated to be effective in certain situations.
★★★☆☆	Likely to be effective based on balance of evidence from high-quality evaluations or other sources.
★★☆☆☆	Effectiveness still undetermined; different methods of implementing this countermeasures produce different results.
★☆☆☆☆	Limited or no high-quality evaluation evidence.

2. **Traffic Records Assessment** – The most recent Traffic Records Assessment was conducted between August 31 and December 1, 2015. Recommendations from the assessment are being addressed by the Statewide Traffic Records Coordinating Committee (STRCC) and STRCC Guidance Team as data projects are being considered and implemented in the state.
3. **NHTSA Traffic Safety Fact Sheets and State Data Books**

Iowa Traffic Records System

1. **Crash Data** – The Iowa Department of Transportation maintains crash data submitted by law enforcement agencies. There are currently 307 law enforcement agencies that submit crash data electronically through Iowa Traffic and Criminal Software (TraCS). The electronic submissions

account for approximately 98% of all crashes statewide. Agencies who do not utilize TraCS submit their information via paper submissions.

2. **Driver Data** – The Iowa Department of Transportation, Motor Vehicle Division maintains driver records which include information on currently licensed drivers, records for identification only, expired licenses, suspended drivers, and licenses surrendered in other states. As of December 31, 2015, there were 2,249,188 licensed drivers in the state of Iowa.
3. **Vehicle Data** – The Iowa Department of Transportation, Motor Vehicle Division maintains the vehicle data system. In 2015 there were 3,576,933 registered motor vehicles in the state of Iowa. Vehicle registrations and title transactions are processed through the state’s 99 county treasurer offices and are available “real time”. Vehicle registration and title information is linked with the state driver license systems.
4. **Roadway Data** – The Iowa Department of Transportation is the agency responsible to collect and maintain roadway system data. There are approximately 114,000 miles of state, county, and city roadways in Iowa’s Roadway System. Data collected for all road jurisdictions include geographic information, geometric data, roadway configuration, pavement and bridge conditions, jurisdictional responsibilities, and traffic levels.
5. **Citation/Adjudication Data** – The Iowa Department of Transportation is assigned statutory responsibility for the oversight of citations in the state. The majority of citations issued in Iowa are submitted electronically to the Iowa Department of Transportation using TraCS, Electronica Citation Component (ECCO). TraCS is currently used by 307 law enforcement agencies through the state. For enforcement agencies that do not utilize TraCS, a paper citation is issued. The goal of ECCO is to exchange citation data between law enforcement agencies and the courts. ECCO software creates electronic citation forms with each displaying a unique identifying number. Iowa data definitions meet national law enforcement and court standards including the National Crime Information Center, Uniform Crime Reporting, National Incident-Based Reporting System, National Law Enforcement Communication System, Law Enforcement Information Network and the Traffic Court Case Management System Functional Requirement Standards. Data elements are defined for court records in the National Center for the State Courts (NCSC) guidelines.
6. **EMS/Injury Surveillance** – Iowa’s injury surveillance system data repositories and human resources are located primarily with the Iowa Department of Public Health (IDPH), Divisions of Epidemiology, EMS, and Disaster Response. The IDPH Bureau of Emergency and Trauma Services is the lead agency for the state trauma system which houses the EMS Patient Registry and Trauma Patient Registry.

State Survey Results

1. **Observational Safety Belt Usage Survey** – Iowa’s official seat belt usage is determined through an annual survey conducted in accordance with NHTSA’s “Uniform Criteria for State Observational Surveys of Seat Belt Use”. Iowa’s methodology for the survey was last approved by NHTSA on February 21, 2017. Iowa’s observational survey is conducted by Iowa State University Center for Survey Statistics and Methodology. See page 18 for specific information about the annual survey.
2. **Child Passenger Restraint Usage Survey** – An annual child restraint usage survey is conducted by the University of Iowa, Injury Prevention Research Center. The focus on the survey is children through the age of 17. See page 36 for additional information about the annual survey.
3. **Public Awareness Survey** – Self-reporting surveys have been conducted at identified driver license stations within Iowa since 2010 to measure driver attitudes and behaviors regarding speed, safety belts, distracted driving, impaired driving, and drowsy driving. Specific questions pertain to media messages which coincide with national mobilizations. The annual public awareness survey is conducted by Iowa State University Center for Survey Statistics and Methodology. See page 19 for specific information about the annual survey.

4. **Pre-and Post-Event Surveys** – Throughout a program year, law enforcement partners receiving Section 402 funding and those agencies participating in sTEP (special Traffic Enforcement Program) are required to conduct seat belt usage surveys. sTEP agencies conduct usage surveys before and after each special enforcement wave as a means to measure the impact of enforcement efforts.

Web-Based Analytical Tool

<https://saver.iowadot.gov>

Problem Identification and Project Selection

Setting Goals for Traffic Safety Improvements

Iowa utilizes data as the basis to identify traffic safety issues. Iowa's traffic records program is strong due to the partnerships enhanced through the Statewide Traffic Records Coordinating Committee (STRCC). STRCC is responsible for promoting and improving the overall traffic records system. The primary purpose of a traffic records system is to provide accurate, timely, and complete information which must be able to be integrated with other sources. Data may be collected and maintained by different agencies and organizations, but through STRCC, the continuous improvement of the traffic records system remains a collaborative effort. Section 405c funding assists in the development of data projects and programs which support traffic data analyses, enforcement deployment, and other special projects. STRCC strives to maintain a complete traffic records system involving the six core datasets of crash, driver, vehicle, roadway, citation/adjudication and EMS/injury surveillance.

The analysis of data includes reviewing trend lines and running averages. Sources of data including NHTSA reports and publications, statewide results of the annual statewide observational safety belt usage survey, and the results of the public awareness surveys are considered when setting goals and strategies. NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015, is also a source utilized by the state when setting goals and objectives. Throughout the year, the GTSB will request additional analyses of data and maps through the Iowa Department of Transportation, Offices of Traffic & Safety and Driver & Identification Services, and/or through In-Trans at Iowa State University, Iowa Traffic Safety Data Service (ITSDDS). Iowa maintains a continuous cycle to monitor data, review project proposals, implementation, and evaluation for attaining goals and objectives. It is also important to take into account the evolving traffic safety culture when implementing projects and setting goals.

An aspirational goal of "Zero Fatalities" has been set within the State Strategic Highway Safety Plan. The state has adopted the "Zero Fatalities" logo as a statewide collaborative initiative. The Iowa GTSB supports the "Zero Fatalities" vision.

Problem Identification

Traffic safety related problems are analyzed through a Problem Identification process. By January 15th of each year, a new Problem Identification analyses is completed to determine the comparative severity of traffic safety problems throughout Iowa's 99 counties. *Iowa Administrative Code 661 – Chapter 20*, specifies the inclusion of the following criteria to rank Iowa's counties according to the severity of their highway safety problems:

- a. Fatal crashes by county
- b. Personal injury crashes by county
- c. Serious personal injury crashes by county
- d. Alcohol-related fatal crashes by county
- e. Alcohol-related personal injury crashes by county
- f. Vehicle miles of travel by county
- g. Serious traffic offenses by county
- h. Fatal and injury crashes involving motorcycles by county
- i. Fatal and injury crashes involving pedestrians and bicycles by county

The Problem Identification process is the foundation used by the state for the application and implementation of traffic safety related projects and strategies utilizing federal highway safety funds. For evaluation purposes, the nine data elements are given equal weight as the Administrative Code does not

specify particular emphasis on individual elements. Iowa has adopted the recommendation of National Highway Traffic Safety Administration (NHTSA) to utilize the last three years of data for the Problem Identification analysis.

Data in each category is totaled and ranked in relationship to the other counties throughout the state in each of the categories from the highest number of occurrences to the lowest. For example, if the three-year data indicated “County X” experienced an average of 35 fatal crashes, the highest in the state, “County X” would be ranked number one in the fatal crashes category. If “County Y” averaged 20 fatal crashes over the same three-year period and that was the 15th highest among the 99 counties, then “County Y” would be ranked 15th in the area of fatal crashes. After all categories have been analyzed, the problem ranking of all data groups for each individual county are averaged and compared. Counties are grouped by their individual ranking in each of the categories to determine their overall ranking. A composite ranking is then completed. The composite ranking identifies the counties with the highest occurrence of traffic safety related problems and is used to determine the relative need for Section 402 federal highway safety program assistance. From this process, the “Top 22” counties (the counties with the highest composite ranking in the relevant categories) are identified as eligible for Section 402 funding.

**“Top 22” Problem Identification Counties
FFY 2018**



- Black Hawk
- Boone
- Cedar
- Cerro Gordo
- Clinton
- Dallas
- Des Moines
- Dubuque
- Jasper
- Johnson
- Lee
- Linn
- Mahaska
- Marion
- Marshall
- Polk
- Pottawattamie
- Scott
- Story
- Warren
- Webster
- Woodbury

Problem Identification Targeting Impaired Driving

A Problem Identification analyses is also conducted annually to expand federal highway safety funding beyond those agencies identified as the “Top 22” counties. This further analyses allows for more agencies to address and specifically target impaired driving problems. Following the same manner and analysis used for Section 402/“Top 22” eligibility, Section 405d eligibility is based on the county’s ranking in the areas of alcohol-related fatal crashes by county, alcohol-related personal injury crashes by county, and serious traffic offenses (determined to be OWI revocations) by county. Iowa’s 99 counties are ranked in a composite manner in these three critical areas to identify counties eligible for Section 405d funding and are commonly referred to as the “Top 40”.

“Top 40” Problem Identification Counties FFY 2018



Benton	Hardin	Polk
Black Hawk	Henry	Pottawattamie
Boone	Jackson	Scott
Buena Vista	Jasper	Sioux
Carroll	Johnson	Story
Cass	Jones	Tama
Cedar	Lee	Wapello
Cerro Gordo	Linn	Warren
Clayton	Mahaska	Washington
Clinton	Marion	Webster
Dallas	Marshall	Winneshie
Delaware	Mills	Woodbury
Des Moines	Monona	
Dubuque	Muscatine	

Grant Application, Risk Assessment and Project Approval

Once the Problem Identification analyses is complete, eligible Iowa agencies are identified for notification of funding eligibility. All GTSB funding applications/proposals must include:

1. A problem statement/objective that describes the highway safety problem(s) to be addressed;
2. The proposed activities and/or services to be provided that will positively impact the problem;
3. Performance measures to assess the program’s success in attaining its objectives; and
4. A budget including the various program elements (personal services, commodities, equipment, and contractual services) to be funded and the corresponding funding amount being requested for each item as well as the total requested amount of funding.

GTSB Program Administrators review all applications, weighing the risk assessment of the agency and its proposed project. If the applicant is a current grantee, their past performance is scrutinized for completeness and timeliness of reports and claims, no negative findings during site visits or other unresolved problems, the level at which program objectives were met (i.e., crash reduction), as well as the overall success of the past and current grant(s). The Program Administrator also reviews the percentage of prior funds utilized, previous equipment purchases, the size of the organization and its willingness to work with other agencies. Further, Program Administrators look at whether the agency’s contact is new to the traffic safety program which may be a need for additional guidance. Information on whether the applicant agency has had any audit findings is provided by the Financial Manager. When all of this information is reviewed, Program Administrators determine whether the proposed project should be funded and if the funding amount requested is appropriate or if the requested amount should be reduced. The applicant agency is assessed as “low”, “medium”, or “high” for risk. Please see ATTACHMENT A for a copy of the Risk Assessment form.

Reporting, Project Performance and Monitoring

The ultimate goal of all traffic safety programs administered through the GTSB is to reduce death and injuries on Iowa's roads. In order to document that these efforts are being carried out, the GTSB must ensure the information related to a project is recorded and received for review. This is considered extremely important as it is the contractor's opportunity to discuss program successes, exchange information, and document efforts.

Evidence-Based Traffic Safety Enforcement Plan

Enforcement efforts throughout the state are supported with crash data. See ATTACHMENT B for Iowa's FFY 2018 Evidence-Based Traffic Safety Enforcement Plan.

Safety Target Coordination – Highway Safety Improvement Program (HSIP) and Highway Safety Grant Program (HSP)

In addition to the partnerships in place to coordinate efforts in the State Strategic Highway Safety Plan, the state of Iowa has teamed-up to ensure safety performance measures were developed in accordance to FAST-Act legislation.

Establishing numerical targets is required by the FAST-Act. As traffic safety partners, the state is required to establish 5-year rolling average targets as part of the HSIP submission for the five measures listed in the figure below. Identical measures must be included as part of the HSP for the first three measures, as highlighted below, (Number of Fatalities, Rate of Fatalities per 100M VMT and the Number of Serious Injuries)

1.	Number of Fatalities
2.	Rate of Fatalities per 100M VMT
3.	Number of Serious Injuries
4.	Rate of Serious Injuries per 100 M VMT
5.	Number of Non-motorized Fatalities and Non-motorized Serious Injuries

An Iowa DOT/DPS working group was formed to discuss methodology and coordinate with stakeholders. Staff included representatives from the Governor’s Traffic Safety Bureau and the DOT’s Offices of Traffic & Safety, Systems Planning, and Organizational Improvement. Discussion items included crash data, road improvements, driver distraction, seat belt usage, vehicle safety, and economic factors such as fuel prices.

A simple trend analysis of historical fatal/serious injury data was performed. An integrated moving average model was run to estimate how much risk would be associated with each set of predictions. The working group agreed upon a 75% confidence level. This means the state is at least 75% confident the actual 5-year rolling average will be less than the predicted numbers.

Baselines were determined with five-year rolling averages. For the HSIP baseline, 2012-2016 data was utilized; for the HSP baseline, 2011-2015 data was utilized.

The submission for the HSIP will look like:

Performance Measures	Five Year Rolling Averages	
	2012-2016 Baseline	2014-2018 Target
Number of Fatalities	345.4	367.9
Rate of Fatalities per 100 M VMT	1.063	1.080
Number of Serious Injuries	1529.0	1562.2
Serious Injury Rate	4.707	4.587
Non-Motorized Fatalities and Serious Injuries	144.2	150.7

The state of Iowa common measures required for the HSP submittal are reflected below:

Performance Measures	Five Year Rolling Averages	
	2011-2015 Baseline	2014-2018 Target
Number of Fatalities	336.8	367.9
Rate of Fatalities per 100M VMT	1.053	1.080
Number of Serious Injuries	1530.8	1562.2

These targets were presented at the March 29, 2017, MPO/RPA Quarterly Meeting, the April 6th Transportation Asset Management team meeting, and the May 4th Strategic Highway Safety Plan team meeting. The working group reviewed all comments received. Both the DPS Commissioner and the DOT Management Team approved the targets as presented and have indicated agreement.

The Iowa Department of Public Safety (DPS), Governor’s Traffic Safety Bureau will include the collaborated safety measures within their Highway Safety Plan due July 1, 2017, and the Iowa Department of Transportation’s (DOT) Highway Safety Improvement Program Annual Report will be submitted in August 2017.

NHTSA Core Outcome Measures

Traffic Fatalities (C-1)	Collaborative SHSP Target (long-term): Reduce traffic fatalities 15% from the 2007 – 2011 average of 396 to 337 (5-year average) by January 1, 2020.										
FARS 3-Year Moving Average 5-Year Moving Average	2007	2008	2009	2010	2011	2012	2013	2014	2015	2020 Target	
	446	412	371	390	360	365	317	322	320	337	
	445	432	410	391	374	372	347	335	320		
	433	427	424	412	396	380	361	351	337		
Collaborative Annual Target (Consistent with the Highway Safety Improvement Program (HSIP) Target). See details on page 13.								2014-2018 Target		367.9	
Serious Injuries (C-2)	Collaborative SHSP Target (long-term): Reduce serious injuries 15% from the 2007 – 2011 average of 1,717 to 1,459 by January 1, 2020.										
FARS 3-Year Moving Average 5-Year Moving Average	2007	2008	2009	2010	2011	2012	2013	2014	2015	2020 Target	
	1982	1841	1616	1647	1510	1636	1545	1511	1470	1,459	
	1987	1904	1813	1701	1591	1598	1564	1593	1509		
	2037	1995	1884	1795	1717	1650	1591	1584	1535		
Collaborative Annual Target (Consistent with the Highway Safety Improvement Program (HSIP) Target). See details on page 13.								2014-2018 Target		1,562.2	
Fatalities Per 100M VMT (C-3)	Collaborative Annual Target (Consistent with the Highway Safety Improvement Program (HSIP) Target). See details on page 13								2014-2018 Target		1.080
Rural Fatalities Per 100M VMT	Reduce rural fatalities per 100M vehicle miles traveled 4.25% from the 2011-2015 average of 1.41 to 1.35 by December 31, 2018.										
FARS 3-Year Moving Average 5-Year Moving Average	2011	2012	2013	2014	2015	2018 Target					
	1.58	1.50	1.41	1.38	1.19	1.35					
	1.60	1.56	1.50	1.43	1.32						
	1.71	1.63	1.54	1.49	1.41						
Urban Fatalities Per 100M VMT	Reduce urban fatalities per 100M vehicle miles traveled 9.09% from the 2011-2015 average of .55 to .50 by December 31, 2018.										
FARS 3-Year Moving Average 5-Year Moving Average	2011	2012	2013	2014	2015	2018 Target					
	0.49	0.63	0.45	0.52	0.65	.50					
	0.58	0.61	0.52	0.53	0.54						
	0.60	0.59	0.56	0.56	0.55						

Unrestrained Passenger Vehicle Occupant Fatalities (C-4)	Reduce unrestrained passenger vehicle occupant fatalities 9.52% from the 2011-2015 average of 105 to 95 by December 31, 2018.					
FARS 3-Year Moving Average 5-Year Moving Average	2011	2012	2013	2014	2015	2018 Target
	120	112	102	89	101	95
	121	117	111	101	97	
	132	124	115	108	105	
Alcohol-Impaired Driving Fatalities (C-5)	Reduce alcohol-impaired driving fatalities 3.33% from the 2011-2015 average of 90 to 87 by December 31, 2018.					
FARS 3-Year Moving Average 5-Year Moving Average	2011	2012	2013	2014	2015	2018 Target
	83	96	101	91	78	87
	89	88	93	96	90	
	93	90	93	91	90	
Speeding-Related Fatalities (C-6)	Reduce speeding-related fatalities 5.36% from the 2011-2015 average of 56 to 53 by December 31, 2018.					
FARS 3-Year Average 5-Year Average	2011	2012	2013	2014	2015	2018 Target
	64	70	51	45	49	53
	64	67	62	55	48	
	54	61	63	59	56	
Motorcyclist Fatalities (C-7)	Reduce motorcyclist fatalities 2.17% from the 2011-2015 average of 46 to 45 by December 31, 2018.					
FARS 3-Year Moving Average 5-Year Moving Average	2011	2012	2013	2014	2015	2018 Target
	56	59	41	52	41	45
	48	52	45	51	45	
	52	52	49	50	46	
Unhelmeted Motorcyclist Fatalities (C-8)	Reduce unhelmeted motorcyclist fatalities 2.77% from the 2011-2015 average of 36 to 35 by December 31, 2018.					
FARS 3-Year Moving Average 5-Year Moving Average	2011	2012	2013	2014	2015	2018 Target
	34	47	31	37	31	35
	41	43	37	38	33	
	44	43	40	40	36	
Drivers Age 20 or Younger Involved in Fatal Crashes (C-9)	Reduce drivers age 20 or younger involved in fatal crashes 4.17% from the 2011-2015 average of 48 to 46 by December 31, 2018.					

	2011	2012	2013	2014	2015	2018 Target
FARS	53	49	35	50	52	46
3-Year Moving Average	60	55	46	45	46	
5-Year Moving Average	66	58	53	50	48	
Pedestrian Fatalities (C-10)	Reduce pedestrian fatalities 4.55% from the 2011-2015 average of 22 to 21 by December 31, 2018.					
	2011	2012	2013	2014	2015	2018 Target
FARS	25	20	20	19	25	21
3-Year Moving Average	21	21	22	20	21	
5-Year Moving Average	21	20	21	20	22	
Bicycle Fatalities (C-11)	Reduce bicycle fatalities 25% from the 2011-2015 average of 4 to 3 by December 31, 2018.					
	2011	2012	2013	2014	2015	2018 Target
FARS	5	3	3	4	5	3
3-Year Moving Average	5	5	4	3	4	
5-Year Moving Average	5	5	4	5	4	

Statewide Safety Belt Survey (B-1)

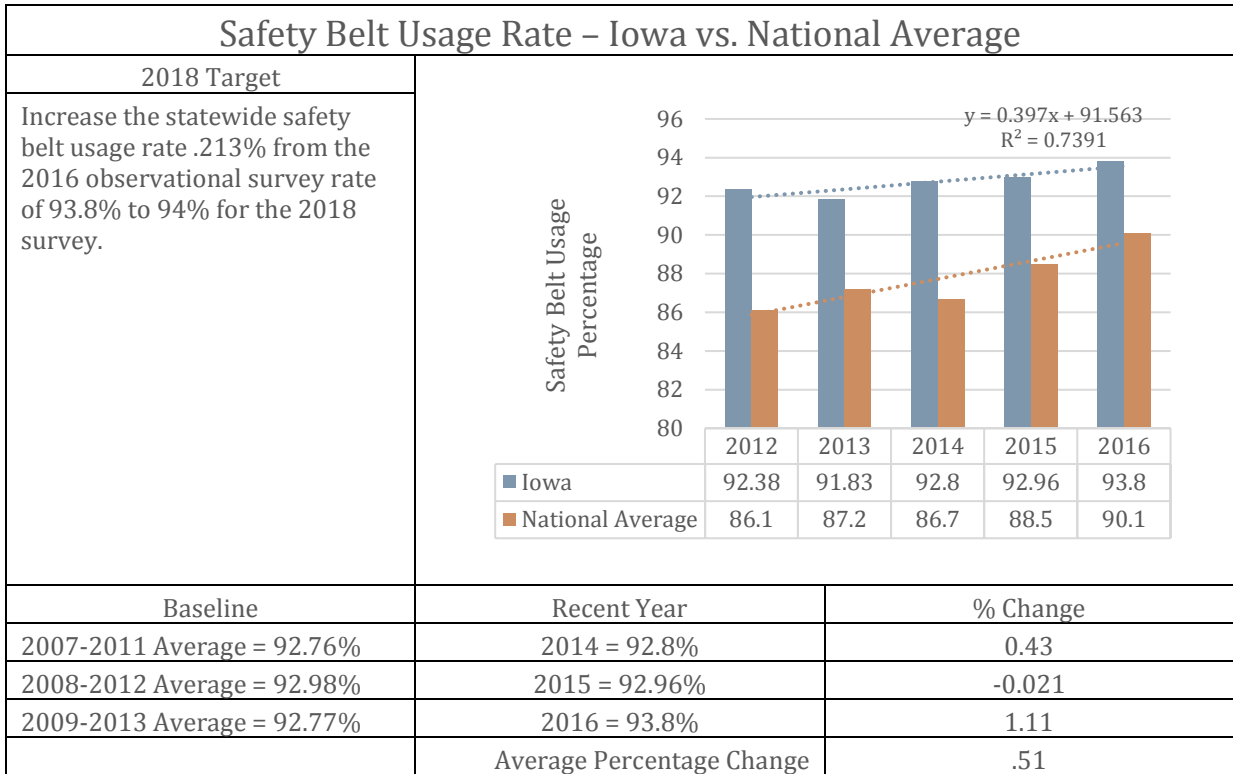
The Iowa Governor's Traffic Safety Bureau is responsible for documenting and reporting patterns of seat belt use for the state of Iowa through a direct observation method. The survey methodology for collecting the data in 2016 complied with the "Uniform Criteria for State Observational Surveys of Seat Belt Use" issued by NHTSA in 2011.

For the methodology used in the 2016 survey, seventy (70) of Iowa's 99 counties accounted for approximately 87% of the passenger vehicle crash-related fatalities according to NHTSA's Fatality Analysis Reporting System (FARS) data averages for the period of 2005-2009. The subsample of counties to be included in the survey was drawn from these 70 counties. Eligible roads were identified by the U.S. Department of Transportation Federal Highway Administration (FHWA) Federal Functional Classification as primary roads (interstate), secondary roads (other principal arterial and minor arterial), and local roads (major collector, minor collector, and local). In addition, eligible roads are divided into road segments which are stratified by available descriptive information. A stratified probability proportioned to size (PPS) sample was employed to select the road segments to be used as observational sites.

The target population of the survey included all drivers and right-front passengers of all passenger vehicles that traveled on public roads within the state boundary from 7:00 a.m. to 6:00 p.m. in all days of the calendar year. Passenger vehicles are defined by Criterion 1340.3 as motor vehicles with a gross vehicle weight rating of less than 10,000 pounds. The population parameter of interest was the seat belt usage rate. The seat belt use rate was defined as the ratio of the miles that members in the target population traveled while wearing seat belts to the miles that all members in the target population traveled with or without belt use.

In 2016, there were 17,785 observations. Federal regulations require a minimum of 7,500 observations. Data collectors were observed by a quality control monitor at unannounced sites to ensure compliance with project protocols. Federal regulations require the calculation of seat belt use to be conducted with weighted data as described in the approved survey plan/methodology. **Based on the weighted data, Iowa's overall seat belt use rate for 2016 was 93.8% with a standard error of 0.47%(±).**

Iowa remains above the national average in regard to observational seat belt usage surveys and as such is considered a "high use" state for Section 405b funding criteria.



The average percent change from the most recent three years (2014-2016) in relation to a 5-year baseline period has been an increase of .51%. If a total increase of this magnitude is realized for 2018, compared to a baseline of the average use rate for 2014-2016 (92.76%), the usage rate expected in 2018 would be about 93.2%

The 2016 target was to increase the statewide safety belt usage rate .33% from the 2014 rate of 92.8% to 93.11%. The target was met with the actual observational usage rate of 93.8% reported for 2016. **The GTSB has set a target to increase the statewide safety belt usage rate .213% from the 2016 observational survey rate of 93.8% to 94.0% for the 2018 survey.**

The methodology for the annual survey was last approved on February 21, 2017. The GTSB will contract with Iowa State University Center for Survey Statistics and Methodology.

Public Awareness Survey (B-2)

Since 2010 Iowa has conducted a public awareness survey in accordance with the recommendations set forth and agreed upon by the NHTSA-GHSA (Governor’s Highway Safety Association) Working Group. The purpose of the survey is to focus on driving patterns and to evaluate the effectiveness of media campaigns that are centered on the national mobilizations and high visibility enforcement efforts. For FFY 2018, Iowa is considering adding questions in regard to drugged driving.

The 2018 survey will be conducted in the same manner as previous years. Surveys will be conducted at Iowa Department of Transportation Driver Licensing Offices between the hours of 8:30 a.m. and 5:00 p.m.

with the goal to survey a minimum of 500 licensed Iowa drivers. The surveys are self-reported, voluntary, and anonymous. The 2018 survey will be conducted by Iowa State University Center for Survey Statistics and Methodology.

Activity Measures (A-1 through A-3)

The GTSB will collect data in FFY 2018 to reflect law enforcement activity during grant funded periods to include safety belt citations, OWI arrests, and speed citations.

Activity for 2016 is reflected below:

A-1	Safety Belt Citations	7,027
A-2	OWI Arrests	2,461
A-3	Speed Citations	45,061

Automated Traffic Enforcement -

Beginning with fiscal year 2018, and biennially thereafter, the state of Iowa will conduct a survey and submit results to the NHTSA Region 7 office. The survey will include information about all automated traffic enforcement systems installed in the state, including systems installed in political subdivision.

The survey shall include:

1. A list of automated traffic enforcement systems in the state;
2. Adequate data to measure the transparency, accountability, and safety attributes of each automated traffic enforcement system; and
3. Comparison of each automated traffic enforcement system with the “Speed Enforcement Camera System Operational Guidelines” (DOT HS 810 916), and “Red Light Camera Systems Operational Guidelines” (FHWA-SA-05-002).

The survey results will be submitted by March 1, 2018.

Project Descriptions and Strategies

Projects planned for FFY 2018 (October 1, 2017 – September 30, 2018) are identified in this section and correspond with NHTSA’s Core Measure areas. Project information includes performance measures/data, state goals, and countermeasures which will be funded through Section 402 and 405 highway safety funds in accordance with FAST-Act legislation.

Traffic Fatalities (C-1)

NHTSA FARS data for 2015 reflects 320 traffic fatalities in the state of Iowa. This reflects a 0.62% decrease from 2014 when 322 fatalities were recorded. However, preliminary data for 2016 reflects a stark increase with 405 fatalities recorded.

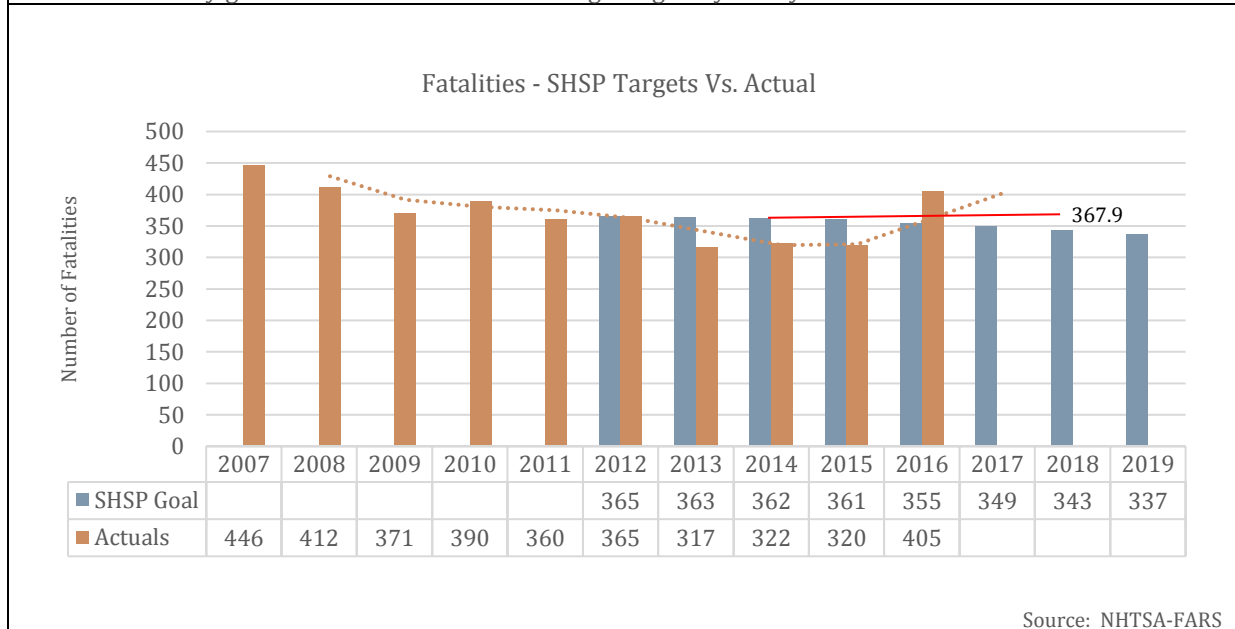
The collaborative Strategic Highway Safety Plan (SHSP) target represented in this plan was mutually agreed and set by traffic safety stakeholders during the 2013 SHSP revision and was also revisited in 2016 during and 2017 SHSP update. The target was formulated after an extensive analysis of 5 years of data. The 5-year average of 2007-2011 data was used to set the baseline for both traffic fatalities and serious injuries. A 5-year average was agreed upon to help nullify inconsistencies caused by the fluctuation in annual frequency and will better show long-term trends more clearly than reviewing just annual figures.

In accordance with FAST-Act legislation, the GTSB has collaborated with traffic safety partners to develop mutual goals for the HSIP and HSP development. Please see page 13.

Core Performance Measure

Collaborative Annual Target: (HSIP/HSP) – 2014-2018 Target = 367.9

Collaborative SHSP Target: Reduce traffic fatalities 15% from the 2007-2011 average of 396 to 337 by January 1, 2020. This target represents approximately 6 less fatalities per year. The goal correlates with the traffic fatality goal reflected in the State Strategic Highway Safety Plan.



Collaborative SHSP Target

Using a baseline of the 5-year average of fatalities between 2007 and 2011, the GTSB and other traffic safety partners have set a collaborative statewide SHSP goal to reduce the number of traffic fatalities 15% from the 2007-2011 average of 396 to 337 by January 1, 2020. A reduction at this rate (approximately 6 per year) is aligned with the State Strategic Highway Safety Plan. This goal was revisited in 2016 by the SHSP Advisory Team.

Collaborative Annual Target

Consistent with the Highway Safety Improvement Program (HSIP) Target. See details on page 13.

Serious Injuries (C-2)

Data maintained by the Iowa Department of Transportation is utilized to track the number of serious injuries on the state’s roadways. Data indicate the number of serious injuries increased 2.24% between 2015 and 2016.

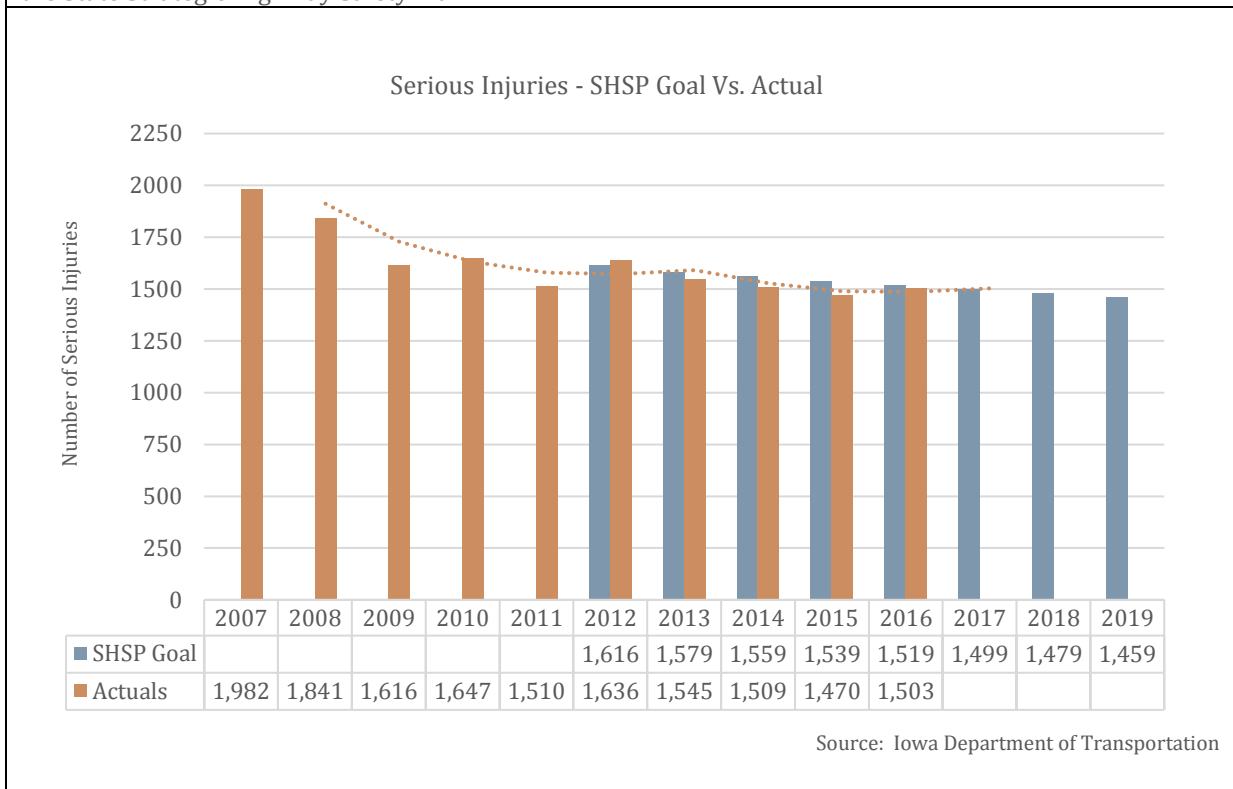
The SHSP target represented in this plan was mutually agreed upon and set after collaboration with the other traffic safety stakeholders during the 2013 development process for the State Strategic Highway Safety Plan. The performance measures, strategies, and goals were formulated after the analysis of data. The target was formulated after an extensive analysis of 5 years of data. The 5-year average of 2007-2011 data was used to set the baseline for both traffic fatalities and serious injuries. A 5-year average was agreed upon to help nullify inconsistencies caused by the fluctuation in annual frequency and will better show long-term trends more clearly than reviewing just annual figures.

In accordance with FAST-Act legislation, the GTSB has collaborated with traffic safety partners to develop mutual goals for the HSIP and HSP development. Please see page 13.

Core Performance Measure

Collaborative Annual Target (HSIP/HSP) = 1,562.2

Collaborative SHSP Target: Reduce serious injuries 15% from the 2007-2011 average of 1,717 to 1,459 by January 1, 2020. A reduction at this rate, approximately 20 per year, is the same goal reflected within the State Strategic Highway Safety Plan.



Collaborative SHSP Target

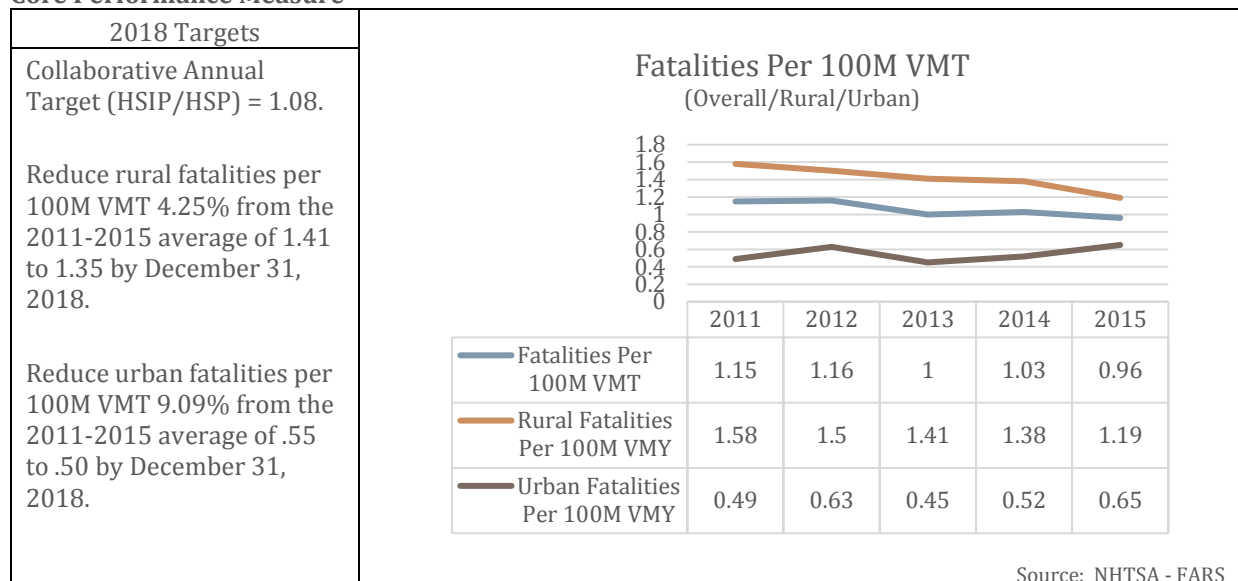
Using a baseline of the 5 year average of fatalities between 2007 and 2011, the GTSB and other traffic safety partners have set a collaborative statewide SHSP goal to reduce the number of serious injuries 15% from the 2007-2011 average of 1,717 to 1,459 by January 1, 2020. A reduction at this rate, approximately 20 per year, is the same goal within the State Strategic Highway Safety Plan.

Collaborative Annual Target – Consistent with the Highway Safety Improvement Program (HSIP) Target. See details on page 13.

Fatalities Per 100 Million Vehicle Miles Traveled (100M VMT) (C-3)

The overall fatality rate decreased 6.80% between 2014 and 2015. Iowa remains lower than the national average of 1.13 (2015) for fatalities per 100M VMT.

Core Performance Measure



Fatalities Per 100M VMT		
Baseline	Recent Year	% Change
2006-2010 Average = 1.32	2013 = 1.00	-24.24
2007-2011 Average = 1.27	2014 = 1.03	-18.90
2008-2012 Average = 1.22	2015 = 0.96	-21.31
	Average Percentage Change	-21.48
Rural Fatalities Per 100M VMT		
Baseline	Recent Year	% Change
2006-2010 Average = 1.75	2013 = 1.41	-19.43
2007-2011 Average = 1.71	2014 = 1.38	-19.30
2008-2012 Average = 1.63	2015 = 1.19	-26.99
	Average Percentage Change	-21.91
Urban Fatalities Per 100M VMT		
Baseline	Recent Year	% Change
2006-2010 Average = 0.67	2013 = 0.45	-32.84
2007-2011 Average = 0.60	2014 = 0.52	-13.33
2008-2012 Average = 0.59	2015 = 0.65	10.17
	Average Percentage Change	-12.00

Fatalities Per 100M VMT

The collaborative annual target for Fatalities Per 100M VMT is consistent with the Highway Safety Improvement Program (HSIP) target. See details on page 13.

Rural Fatalities Per 100M VMT

The average percent change from the most recent three years (2013-2015) in relation to a 5-year baseline period has been a reduction of 21.91%. If a total reduction of this magnitude is realized through 2018, compared to a baseline of the average annual fatality county for 2011-2015 (1.41), the fatality rate expected in 2018 would be around 1.12. The FFY 2016 target to reduce rural fatalities per 100M VMT 4.55% from the 2009-2013 average of 1.54 to 1.47 by December 31, 2016 was met with the actual being recorded at 1.19.

The GTSB has set a goal to reduce rural fatalities per 100M VMT 4.25% from the 2011-2015 average of 1.41 to 1.35 by December 31, 2018. A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2018 target.

Urban Fatalities Per 100M VMT

The average percent change from the most recent three years (2013-2015) in relation to a 5-year baseline period has been a reduction of 12.00%. If a total reduction of this magnitude is realized through 2018, compared to a baseline of the average annual fatality county for 2011-2015 (.55), the fatality rate expected in 2018 would be around .49. The FFY 2016 target to reduce urban fatalities per 100M VMT 16.07% from the 2009-2013 average of .56 to .47 by December 31, 2016 was not met. The actual rate was .65.

For FFY 2018, the GTSB will take a more conservative approach. **The GTSB has set a goal to reduce urban fatalities per 100M VMT 9.09% from the 2011-2015 average of .55 to .50 by December 31, 2018.** A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2018 target.

Occupant Protection/Unrestrained Passenger Vehicle Occupant Fatalities (C-4)

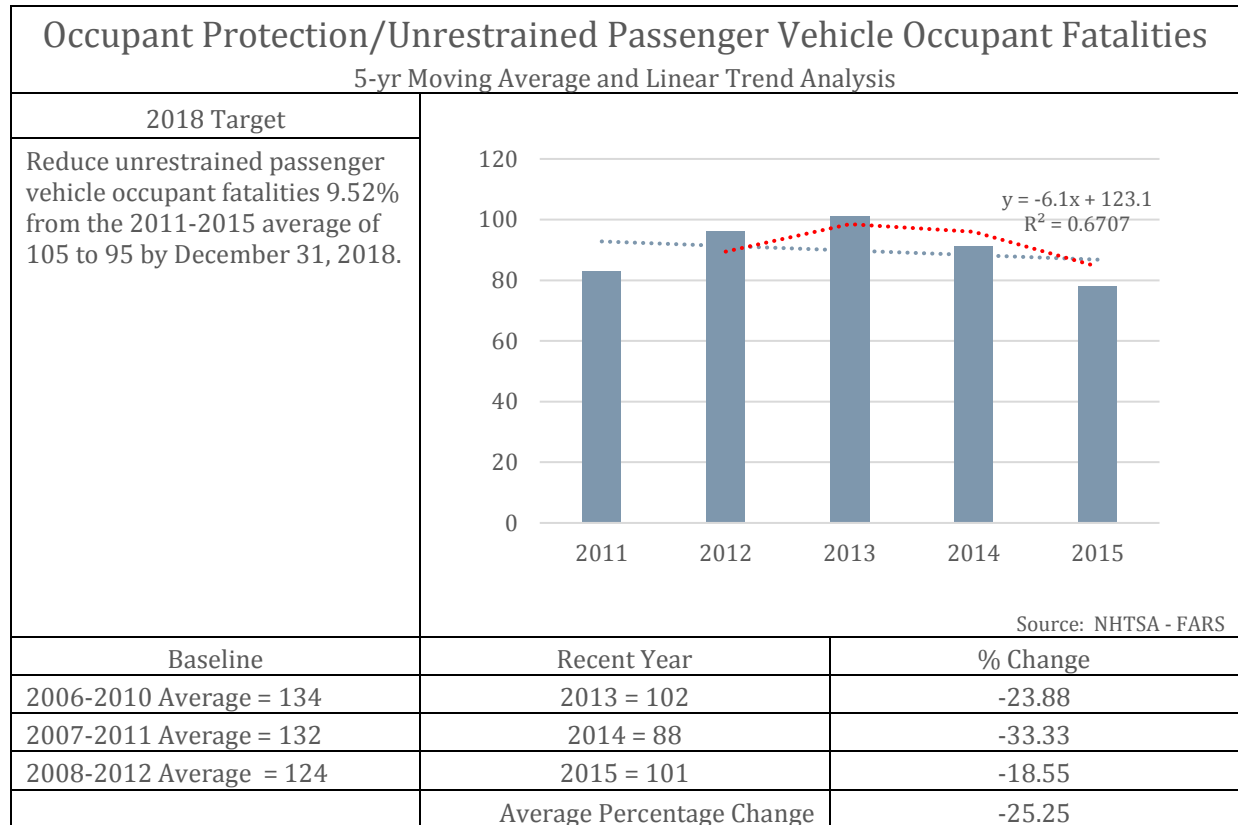
Iowa's primary seat belt law was enacted in July of 1986, and since that time the state has recorded a significant increase in usage. When the law was first enacted, only around 18% of Iowans were recorded as using a safety belt. The 2016 Annual Observational Safety Belt Usage Survey indicated a usage rate of 93.8% - placing Iowa the 9th highest state for belt usage. Part of the success of the dramatic increase in usage can be credited to Iowa's primary seat belt law, enforcement and educational efforts. NHTSA's "Countermeasures the Work" A Highway Safety Countermeasure Guide for State Highway Safety Offices, 8th Edition, 2015, identified a primary seat belt law as an effective countermeasure targeting adults. This guide also identifies short-term, high-visibility enforcement and communication/outreach as effective countermeasures.

Law enforcement agencies play a significant role in the area of occupant protection. High visibility enforcement, such as participating in national mobilizations and special Traffic Enforcement Programs (sTEP), in addition to education and public awareness to ultimately change unsafe driving behaviors.

Iowa remains strong in the area of child passenger safety (CPS) with 403 certified CPS Technicians throughout the state. CPS-related trainings, re-certifications, and inspection stations are coordinated through Unity Point/Blank Children's Hospital in Des Moines.

Communication and outreach in regard to occupant protection will include paid medial utilizing the national tagline of "Click It or Ticket" in support of NHTSA's national mobilization and the states 2-week May/June sTEP effort. Previously developed public service announcements and print materials will be utilized by other contractors and will be available on the GTSB microsite, www.drivesmariowa.com. Occupant protection information, including a car seat calculator and fact sheets, will also be maintained on the microsite. Social media will be utilized to share information and news stories in regard to occupant protection.

Core Performance Measure



The average percent change from the most recent three years (2013-2015) in relation to a 5-year baseline period has been a reduction of 25.25%. If a total reduction of this magnitude is realized through 2018, compared to a baseline of the average annual fatality count for 2011- 2015 (105), the fatality count expected in 2018 would be about 79. The FFY 2016 target was to reduce unrestrained passenger vehicle occupant fatalities 18.97% from the 2009-2013 average of 116 to 94 by December 31, 2016. The target was not met. Unrestrained passenger vehicle occupant fatalities decreased 12.93% from the 2009-2013 average of 116 to 101.

As unrestrained passenger vehicle fatalities remain above 40% of all passenger vehicle fatalities, Iowa recognizes strong efforts must continue.

The GTSB has set a goal to reduce unrestrained passenger vehicle occupant fatalities 9.52% from the 2011-2015 average of 105 to 95 by December 31, 2018. A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2018 goal.

Safety Measures and Objectives

Safety Measure	Objective(s)
Increase statewide seat belt usage.	-Increase the statewide safety belt usage rate .213% from the 2016 observational survey rate of 93.8% to 94.0% in 2018. -Through the administration of Section 402 and 405b support overtime to be used for high visibility enforcement of Iowa’s primary safety belt law with the goal to ultimately change driving behaviors. -Promote awareness through variety of media strategies.
Educate the public about the importance of wearing a seat belt including promoting seat belt usage in the back seat.	-Maintain seat belt/occupant protection information on the GTSB microsite, www.drivesmartiowa.com . -Through Section 402 and 405b funding, support law enforcement partner educational efforts.
Support Child Passenger Safety (CPS) programs.	-Maintain child passenger safety information, including the car seat calculator on the GTSB microsite, www.drivesmartiowa.com . -Maintain the 31 inspection stations throughout the state.
Support law enforcement efforts directed at safety belt usage.	-Through Section 402 and 405b funding, support overtime to be used for high visibility enforcement of Iowa’s primary safety belt law with the goal to ultimately change driving behaviors.
Reduce fatalities involving unprotected persons.	Reduce unrestrained passenger vehicle occupant fatalities 9.52% from the 2011-2015 average of 105 to 95 by December 31, 2018.

State Goals/Coordination with Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Enforcement Safety Strategies

The 2017 SHSP includes high visibility enforcement within the Enforcement Safety Area. Through the administration of Section 402 and 405, funding will be provided to partner agencies for overtime for high visibility enforcement efforts to include multi-jurisdictional events and nighttime seat belt compliance. Enforcement is needed to remind people of the laws associated with driving with the goal to discourage unsafe driving decisions which will improve overall traffic safety behaviors and culture.

Education Safety Strategies

Educating the public about traffic safety is an emphasis area within the SHSP. The focus supports the state’s aspirational goal to reduce fatalities to zero in Iowa. Through educational efforts, traffic safety partners will continue to provide information with the goal to discourage unsafe driving behaviors to ultimately improve the traffic safety culture. The GTSB will incorporate the “Zero Fatalities” logo into presentations, educational items, and media opportunities as appropriate to support the multi-media education campaign efforts identified in the SHSP.

Data Collection and Information Systems

TraCS- Traffic and Criminal Software (TraCS) is a data collection and reporting tool to streamline and automate the capture and transmission of critical traffic safety related data. The TraCS program is an initiative of the Iowa Department of Transportation (DOT) to collect data from law enforcement at the scene of a motor vehicle crash and send that data electronically to the Iowa DOT who serves as the repository for crash data. TraCS is partially funded through Section 405c. Features of TraCS includes electronic forms, data validation, case management, document workflow, data transmission, peripheral compatibility, and TraCS Web. As of April 1, 2017, 307 Iowa law enforcement agencies submit their data electronically through TraCS. These agencies represent approximately 98% of all crash submissions in the state of Iowa annually.

Crash Report Form – The most recent crash form revision was released for use by the Iowa DOT on January 1, 2015.

Crash Data – The GTSB and the Iowa DOT will continue to work with law enforcement partners regarding the importance of crash data with a goal to lower the number of crash reports containing “unknown” for safety belt usage.

Reports by ITSDDS/In-Trans – The services of the Iowa Traffic Safety Data Service (ITSDDS) at Iowa State University provides agencies, organizations, and individuals with crash data analysis resources. ITSDDS services are for individuals or entities who need to examine crash data to make decisions about funding, improving roads, implementing enforcement, writing reports and proposals, designing presentations, and/or increasing traffic safety awareness,. Traffic safety stakeholders are encouraged to utilize the services provided by ITSDDS. For law enforcement, reports specific to their jurisdiction can help identify evidence-based problem areas in which to focus overtime efforts.

Web-Based Analytical Tool – The Iowa Department of Transportation continues the development of a web-based analytical tool (web-SAVER/ <https://saver.iowadot.gov>) which will be easily accessible for agency use. This project is included in the SHSP Data Management and Use Safety Area.

Traffic Safety Data Analysis (TSDA) Website - Through members of the Statewide Traffic Records Coordinating Committee, Iowa’s TSDA website was developed and launched in the fall of 2014. Housed under the Iowa DOT’s site located at www.iowadot.gov/tsda/index.html, the TSDA site includes crash, roadway, driver, vehicle, injury surveillance/EMS, and citation/adjudication data. Static reports from the six core datasets are available. Efforts are being made to continually update the TSDA site as newer data and reports become available.

Countermeasures

Project: Law Enforcement/HVE – Section 402/Occupant Protection			
Agency	Project#	Risk Asses.	Budget
Scott County Sheriff’s Office	18-402-M00P, Task 09-00-00	Low	\$50,000
Council Bluffs Police Department	18-402-M00P, Task 02-00-00	Low	\$50,380
DeWitt Police Department	18-402-M00P, Task 03-00-00	Low	\$15,950
Dubuque Police Department	18-402-M00P, Task 04-00-00	Low	\$35,000
Marion County Sheriff’s Office	18-402-M00P, Task 06-00-00	Low	\$17,700
Marion Police Department	18-402-M00P, Task 07-00-00	Low	\$25,000
Pella Police Department	18-402-M00P, Task 08-00-00	Low	\$8,450
West Des Moines Police Dept.	18-402-M00P, Task 10-00-00	Medium*	\$27,900
		TOTAL =	\$230,380
*West Des Moines Police Department – Low overtime usage.			
Amt. of Match: \$46,076	Indirect Cost: N/A	Local Benefit: \$230,380	Maintenance of Effort: N/A

Problem Identification, Strategy Development, and Project Selection:			
<p>Funding will be utilized for overtime efforts with an emphasis on occupant protection. Grantees will be required to conduct a minimum of two observational safety belt usage surveys (March and August), conduct at least two special enforcement events, and a minimum of 12 public information/educational activities with an emphasis on occupant protection. All agencies within this project area are within "Top 22" problematic counties for FFY 2018, after the analysis of 3-years of crash data.</p>			
<p>Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015.</p>			
Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Seat Belt Use Laws/State Primary Enforcement Seat Belt Use Laws	Section 402 funding will be utilized to support the enforcement of Iowa's primary seat belt law during overtime efforts.	★★★★★★
	Seat Belt Law Enforcement/Short-Term High Visibility Seat Belt Law Enforcement	Section 402 funding will support overtime enforcement efforts. Grantees will be encouraged to participate in national mobilization periods such as "Click It or Ticket" and other special corridor events.	★★★★★★
	Seat Belt Law Enforcement/Combined Seat Belt and Alcohol Enforcement, Nighttime	Section 402 funding will support overtime enforcement efforts. Grantees will be encouraged to participate in national mobilization periods such as "Click It or Ticket" and "Drive Sober or Get Pulled Over" and other special corridor events.	★★★★★
	Seat Belt Law Enforcement/Sustained Enforcement	Section 402 funding will support overtime efforts for agencies within the "Top 22" problematic counties.	★★★★
	Communication and Outreach/Supporting Enforcement	Grantees will be encouraged to work with local media as an educational component and to gain earned media in regard to enforcement efforts.	★★★★★★
	Other Strategies/School Programs	Law enforcement agencies will be required to conduct a minimum of 12 traffic-related public information/educational activities during the funded year.	★★★★
<p>Project Performance Measure(s):</p> <ol style="list-style-type: none"> 1. Report enforcement and educational activities monthly. 2. Conduct a minimum of 2 special enforcement events in problematic areas and during problematic times to support evidence-based enforcement. 3. Conduct 2 observational safety belt usage surveys; one in March and the other in August. Results of the surveys to be reported to the GTSB. 4. Conduct a minimum of 12 traffic-related public information/educational activities during the funding period. 			

Project: Statewide Child Passenger Safety (CPS) Program			Risk Assessment: Low
Agency: Unity Point Health – Blank Children’s Hospital			
Project #/ Budget:	18-405b-M1CSS, Task 01-00-00	\$50,000	
	18-405b-M1OP, Task 01-00-00	<u>\$183,000</u>	
		<u>\$233,000</u>	
Amt. of Match: \$46,600	Indirect Cost: N/A	Local Benefit: \$233,000	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection:			
Iowa’s Child Passenger Safety (CPS) program is managed through Unity Point Health - Blank Children’s Hospital, Des Moines, Iowa. The coordinator works with the CPS instructors throughout the state to train new CPS Technicians, organize updates and trainings that assist Technicians in earning continuing education units (CEUs) and organizes renewal/recertification courses. The coordinator also implements training and certification of CPS instructors. As of May 1, 2017, there were 388 certified CPS Technicians throughout the state. There are 99 counties within the state of Iowa and CPS Technicians are available in each county.			
Assessment of Traffic Safety Strategies: Based on NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 8 th Edition, 2015.			
Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Communication and Outreach/Strategies for Child Restraint and Booster Seat Use	-Funding will support Iowa’s Child Passenger Safety program. -Section 405b funding will support the purchase and distribution of child restraints.	★★ For stand-alone programs not supporting enforcement
	Other Strategies/Inspection Stations	-Maintain the current 31 inspection stations located throughout the state. -Target a variety of populations including Hispanic, African American, and Bosnian. -Provide child passenger safety educational materials at inspection stations in both English and Spanish.	★★
Project Performance Measures(s):			
<ol style="list-style-type: none"> 1. Provide training and renewal/recertification courses to the current CPS Technicians. 2. Update and maintain the CPS website. 3. Maintain the 31 inspection stations throughout Iowa. 			

Project: Annual Public Awareness/Attitude Survey			Risk Assessment: Low
Agency: Iowa State University, Survey and Behavioral Services			
Project #: 18-402-M00P, Task 05-00-00			
Budget: \$7,000			
Amt. of Match: \$1,400	Indirect Cost: 8%/\$560	Local Benefit: \$0.00	Maintenance of Effort: N/A

Problem Identification, Strategy Development, and Project Selection:

2018 will mark the eighth year in which Iowa has conducted a public awareness/attitude survey. The survey is conducted in accordance with the recommendations set forth and agreed upon by the NHTSA-GHSA (Governor’s Highway Safety Association) Working Groups. The goal of the annual survey is to focus on driving patterns and to evaluate the effectiveness of media campaigns that are concentrated around national mobilizations. Iowa State University Center for Survey Statistics and Methodology will conduct the survey at five Iowa Department of Transportation Driver Licensing Stations. The survey is designed to be self-administered/self-reported. A minimum of 500 surveys will be collected from Iowa licensed drivers with results compiled and reported to the GTSB.

Assessment of Traffic Safety Strategies: Based on NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 8th Edition, 2015.

Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Alcohol-Impaired and Drugged Driving	Prevention, Intervention, Communications and Outreach/Mass Media Campaigns	Results of the survey will be reviewed to help evaluate the effectiveness of media campaigns and to help in the development of new messaging and outreach programs.	★★★★
	Deterrence: Enforcement/Integrated Enforcement	Results of the survey will help in the deployment of enforcement strategies. Survey results in 2016 indicated 55.35% of respondents thought it was “very likely” someone would get arrested if they drove after drinking with another 36.44% responding they thought it would be “somewhat likely”.	★★★★
Seat Belts & Child Restraints	Seat Belt Use Laws/State Primary Enforcement Belt Use Laws	Iowa maintains a primary belt law and observational survey results reflect a 93.8 % usage rate in 2016. The public awareness/attitude survey results support the observational safety belt usage rate with 86.19% of participants responding in 2016 that they “always” use a safety belt with an additional 9.08% indicating they “nearly always” wear a safety belt.	★★★★★★
	Seat Belt Law Enforcement/Short-Term, High Visibility Seat Belt Law Enforcement	The survey results support the effectiveness of seat belt enforcement efforts. The 2016 survey results indicated that 40.17% of respondents indicated they thought the chances of getting a safety belt ticket was “very likely” with an additional 41.79% indicating it was “somewhat likely”.	★★★★★★

	Communications and Outreach/Supporting Enforcement	Survey results support the effectiveness of media and outreach efforts in regard to safety belt enforcement. In 2016, 54.73% of participants in the survey responded they had read, seen or heard about safety belt enforcement by any law enforcement agency in the past 30 days.	★★★★★★
Speed and Speed Management	Enforcement/High Visibility Enforcement	Survey results support the effectiveness of speed enforcement efforts. The 2016 survey results indicated 44.53% of the respondents thought it was “very likely” that you would get a ticket if you drive over the speed limit with an additional 44.53% responding it was “somewhat likely” for someone to get a ticket for speeding.	★★★
	Public Information Supporting Enforcement	Survey results support the effectiveness of public information supporting enforcement.	★★★★
Distracted & Drowsy Driving	Communications and Outreach/Drowsy Driving	Drowsy driving questions were added to the 2015 survey to gain knowledge as to drowsy driving-related issues in the state.	★
Project Performance Measure(s): <ol style="list-style-type: none"> 1. A minimum of 500 Iowa licensed drivers will be surveyed at pre-determined Iowa Department of Transportation Driver License Stations. 2. Compile the data from the surveys and provide results to the GTSB. 			

Project: Central Iowa Traffic Safety Task Force (CITSTF) Agency: Altoona Police Department Project #: 18-402-M00P, Task 01-00-00 Budget: \$8,500			Risk Assessment: Low
Amt. of Match: \$1,700	Indirect Cost: N/A	Local Benefit: \$8,500	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection: The Central Iowa Traffic Safety Task Force is comprised of law enforcement agencies in the central Iowa counties of Polk, Dallas, and Warren. All three of these counties are included in Iowa’s “Top 22” problematic counties as determined annually through the Problem Identification Analysis. Funding awarded to CITSTF will support a one-day traffic safety related conference for task force member agencies. Conference topics will focus on traffic safety and enforcement issues. Funding will also support the purchase of educational materials. Throughout the year, CITSTF will also plan and implement multi-agency high visibility enforcement projects.			
Assessment of Traffic Safety Strategies:			

The efforts of CITSTF play a vital role in traffic safety in central Iowa. Though the conference agenda has not been determined and finalized for FFY 2018, a variety of traffic-related topics, including enforcement, performance measures, data, laws, and outreach are likely to be included. Therefore, various areas identified in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices" will be addressed during the conference. Due to the strong partnerships maintained through CITSTF, a five-star effectiveness rating has been given to this project. ★★★★★

Project Performance Measure(s):

1. Plan and host a one-day conference traffic safety related conference for law enforcement agencies that make up the Central Iowa Traffic Safety Task Force.
2. Purchase and distribute GTSB approved educational materials.

Project: Annual Governor's Highway Traffic Safety Conference Agency: Iowa State University, Conference Planning and Management (Split) Project #: 18-402-MOOP, Task 00-00-29 Budget: \$23,000	Risk Assessment: Low
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Amt. of Match: \$4,600	Indirect Cost: 8%/\$1,840	Local Benefit: \$23,000	Maintenance of Effort: N/A
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Problem Identification, Strategy Development, and Project Selection:
 The annual Governor's Highway Traffic Safety Conference provides a venue for training and networking for traffic safety partners. The GTSB will partner with Iowa State University, Conference Planning and Management, to plan and assist with the 2018 conference. ISU Conference Planning and Management will coordinate the conference speakers and travel arrangements, provide registration services, and conduct other conference-related tasks. Funding will also support other general materials such as supplies, audio/visual support, and web support. The 2018 conference is estimated to have approximately 250 traffic safety professionals in attendance.

Assessment of Traffic Safety Strategies:
 The annual Governor's Highway Traffic Safety Conference provides a venue for traffic safety partners from all disciplines to come together for training and networking. Each year the agenda contains a variety of traffic safety-related speaker, subjects, and vendors. Information provided can help attendees in setting their traffic safety strategies. Various areas identified in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices" will be addressed during the conference. For smaller agencies, the annual conference may be the only traffic safety training opportunity they attend. Because of the strong content of the conference and the opportunity for traffic safety professional networking, the project received a five star effectiveness rating. ★★★★★

Project Performance Measures(s):

1. The number of traffic safety partners trained at the annual conference will be reported as what topics were presented and post-conference evaluation information provided.

Project: Annual Statewide Observational Safety Belt Usage Survey Agency: Iowa State University, Center for Survey Statistics and Methodology Project #: 18-405b-M10P, Task 01-00-00 Budget: \$35,000			Risk Assessment: Low
Amt. of Match: \$7,000	Indirect Cost: 8%/\$2,593	Local Benefit: \$0.00	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection: Iowa's annual observational seat belt usage survey will be conducted by Iowa State University Center for Survey Statistics and Methodology. The methodology of the survey data collection has been approved by NHTSA and is in accordance with NHTSA's Uniform Criteria for State Observational Surveys. The subsample for the survey will be drawn from 70 of Iowa's 99 counties. The results of the survey will become Iowa's official safety belt usage rate for 2018 and will be submitted as required to NHTSA.			
Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8 th Edition, 2015.			
Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	State Belt Use Laws/State Primary Enforcement Seat Belt Use Laws	The results of the survey can help determine the effectiveness of the state's primary belt use law and enforcement efforts.	★★★★★
	Communications and Outreach/Strategies for Low Belt Use Groups	The results of the survey can help identify low belt use areas of the state and can help identify those areas in which a specific occupant protection project may be the most effective.	★★★★★ For programs supporting enforcement.
Project Performance Measure(s): <ol style="list-style-type: none"> 1. Conduct the annual observational safety belt usage survey using NHTSA approved methodology. 2. Analyze the survey data, calculate Iowa's safety belt usage percentage, and report to the GTSB, who in turn, will submit to NHTSA for official reporting purposes. 			

Project: Annual Statewide Observational Child Restraint Usage Survey Agency: University of Iowa, Injury Prevention Research Center Project #: 18-405b-M10P, Task 02-00-00 Budget: \$30,000			Risk Assessment: Low
Amt. of Match: \$6,000	Indirect Cost: 8%/\$2,400	Local Benefit: \$0.00	Maintenance of Effort: \$62,270
Problem Identification, Strategy Development, and Project Selection: The University of Iowa, Injury Prevention Research Center (IPRC) will conduct Iowa's annual statewide observational child restraint usage survey utilizing guidelines approved by NHTSA. The data gathered will be analyzed by IPRC and a written report will be provided to the GTSB. The survey provides valuable information as to the compliance of the Iowa child restraint law of vehicle passengers under the age of 18. The information is shared with the GTSB, Iowa Safe Kids Coalition, the Iowa Department of Transportation and other interested parties/stakeholders in Child Passenger Safety. A final report will be prepared and submitted to the GTSB.			

Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices". 8th Edition, 2015.

Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Child /Youth Occupant Restraint Laws/Strengthening Child/Youth Occupant Restraint Laws	The results of the annual survey can help determine the effectiveness of the state's child passenger safety laws.	★★★★★
	Communications and Outreach/Strategies for Older Children	The results of the annual survey can help determine the effectiveness of the state's child passenger safety laws.	★★★★
	Communications and Outreach/Strategies for Child Restraint and Booster Seat Use	The results of the annual survey can help determine the effectiveness of the state's child passenger safety laws.	★★★ For stand-alone programs not supporting enforcement.

Project Performance Measure(s):

1. Conduct the 2018 Statewide Observational Child Restraint Usage Survey utilizing and approved methodologies and guidelines approved by NHTSA.
2. Analyze data gathered during the survey, prepare, and submit a written report to GTSB.

Project: special Traffic Enforcement Project (sTEP)

Agency	Project#	Risk Asses.	Budget
Adair County Sheriff's Office	18-402-M00P, Task 20-10-00	Low	\$4,200
Adams County Sheriff's Office	18-402-M00P, Task 20-20-00	Low	\$4,200
Akron Police Department	18-402-M00P, Task 20-30-00	Low	\$4,200
Albia Police Department	18-402-M00P, Task 20-40-00	Low	\$3,300
Algona Police Department	18-402-M00P, Task 20-50-00	Low	\$4,200
Anamosa Police Department	18-402-M00P, Task 20-60-00	Low	\$4,200
Aplington Police Department	18-402-M00P, Task 20-70-00	Low	\$4,200
Armstrong Police Department	18-402-M00P, Task 20-80-00	Low	\$4,200
Arnolds Park Police Department	18-402-M00P, Task 20-90-00	Low	\$4,200
Asbury Police Department	18-402-M00P, Task 21-00-00	Low	\$3,000
Atalissa Police Department	18-402-M00P, Task 21-10-00	Low	\$4,200
Atlantic Police Department	18-402-M00P, Task 21-20-00	Low	\$4,200
Aurelia Police Department	18-402-M00P, Task 21-30-00	Low	\$3,550
Avoca Police Department	18-402-M00P, Task 21-40-00	Low	\$4,200
Belle Plaine Police Department	18-402-M00P, Task 21-50-00	Low	\$4,000
Bellevue Police Department	18-402-M00P, Task 21-60-00	Low	\$4,300
Bloomfield Police Department	18-402-M00P, Task 21-70-00	Low	\$4,200
Boone County Sheriff's Office	18-402-M00P, Task 21-80-00	Low	\$3,900
Bremer County Sheriff's Office	18-402-M00P, Task 21-90-00	Low	\$4,200
Britt Police Department	18-402-M00P, Task 22-00-00	Low	\$4,300

Buchanan County Sheriff's Office	18-402-M00P, Task 22-10-00	Low	\$4,200
Buena Vista Co. Sheriff's Office	18-402-M00P, Task 22-20-00	Low	\$4,200
Butler County Sheriff's Office	18-402-M00P, Task 22-30-00	Low	\$4,300
Carroll County Sheriff's Office	18-402-M00P, Task 22-40-00	Low	\$4,200
Carroll Police Department	18-402-M00P, Task 22-50-00	Low	\$4,200
Centerville Police Department	18-402-M00P, Task 22-60-00	Low	\$4,200
Chariton Police Department	18-402-M00P, Task 22-70-00	Low	\$4,200
Charles City Police Department	18-402-M00P, Task 22-80-00	Low	\$4,200
Cherokee County Sheriff's Office	18-402-M00P, Task 22-90-00	Low	\$4,200
Cherokee Police Department	18-402-M00P, Task 23-00-00	Low	\$4,200
Chickasaw Co. Sheriff's Office	18-402-M00P, Task 23-10-00	Low	\$4,200
Clarinda Police Department	18-402-M00P, Task 23-20-00	Low	\$3,450
Clarion Police Department	18-402-M00P, Task 23-30-00	Low	\$4,000
Clarke County Sheriff's Office	18-402-M00P, Task 23-40-00	Low	\$4,200
Clay County Sheriff's Office	18-402-M00P, Task 23-50-00	Low	\$4,300
Clayton County Sheriff's Office	18-402-M00P, Task 23-60-00	Low	\$4,300
Colfax Police Department	18-402-M00P, Task 23-70-00	Low	\$4,300
Columbus Junction Police Dept.	18-402-M00P, Task 23-80-00	Low	\$4,200
Conesville Police Department	18-402-M00P, Task 23-90-00	Low	\$4,200
Crawford County Sheriff's Office	18-402-M00P, Task 24-00-00	Low	\$4,200
Cresco Police Department	18-402-M00P, Task 24-10-00	Low	\$3,450
Creston Police Department	18-402-M00P, Task 24-20-00	Low	\$4,200
Davis County Sheriff's Office	18-402-M00P, Task 24-30-00	Low	\$4,200
Dayton Police Department	18-402-M00P, Task 24-40-00	Low	\$1,500
DeSoto Police Department	18-402-M00P, Task 24-50-00	Low	\$4,200
Decatur County Sheriff's Office	18-402-M00P, Task 24-60-00	Low	\$4,200
Decorah Police Department	18-402-M00P, Task 24-70-00	Low	\$4,200
Denison Police Department	18-402-M00P, Task 24-80-00	Low	\$4,200
Denver Police Department	18-402-M00P, Task 24-90-00	Low	\$3,000
Iowa Dept. of Transportation	18-402-M00P, Task 25-00-00	Low	\$25,200
Dickinson County Sheriff's Office	18-402-M00P, Task 25-10-00	Low	\$4,200
Dunlap Police Department	18-402-M00P, Task 25-20-00	Low	\$2,500
Durant Police Department	18-402-M00P, Task 25-30-00	Low	\$3,050
Elkader Police Department	18-402-M00P, Task 25-40-00	Low	\$4,200
Emmet County Sheriff's Office	18-402-M00P, Task 25-50-00	Low	\$4,200
Fairbank Police Department	18-402-M00P, Task 25-60-00	Low	\$4,300
Fayette County Sheriff's Office	18-402-M00P, Task 25-70-00	Low	\$4,300
Fayette Police Department	18-402-M00P, Task 25-80-00	Low	\$4,200
Floyd County Sheriff's Office	18-402-M00P, Task 25-90-00	Low	\$4,200
Forest City Police Department	18-402-M00P, Task 26-00-00	Low	\$4,300
Fremont County Sheriff's Office	18-402-M00P, Task 26-10-00	Low	\$4,200
Garner Police Department	18-402-M00P, Task 26-20-00	Low	\$4,200

Glenwood Police Department	18-402-M00P, Task 26-30-00	Low	\$4,200
Gowrie Police Department	18-402-M00P, Task 26-40-00	Low	\$1,600
Greene County Sheriff's Office	18-402-M00P, Task 26-50-00	Low	\$3,000
Grinnell Police Department	18-402-M00P, Task 26-60-00	Low	\$4,300
Grundy Center Police Dept.	18-402-M00P, Task 26-70-00	Low	\$1,600
Grundy County Sheriff's Office	18-402-M00P, Task 26-80-00	Low	\$4,200
Guthrie County Sheriff's Office	18-402-M00P, Task 26-90-00	Low	\$4,200
Guttenberg Police Department	18-402-M00P, Task 27-00-00	Low	\$4,200
Hamilton County Sheriff's Office	18-402-M00P, Task 27-10-00	Low	\$4,300
Hampton Police Department	18-402-M00P, Task 27-20-00	Low	\$4,300
Hardin County Sheriff's Office	18-402-M00P, Task 27-30-00	Low	\$4,200
Harlan Police Department	18-402-M00P, Task 27-40-00	Low	\$4,200
Harrison Co. Sheriff's Office	18-402-M00P, Task 27-50-00	Low	\$4,200
Hartley Police Department	18-402-M00P, Task 27-60-00	Low	\$4,200
Hinton Police Department	18-402-M00P, Task 27-70-00	Low	\$3,000
Howard County Sheriff's Office	18-402-M00P, Task 27-80-00	Low	\$4,050
Humboldt County Sheriff's Office	18-402-M00P, Task 27-90-00	Low	\$4,200
Humboldt Police Department	18-402-M00P, Task 28-00-00	Low	\$4,200
Ida County Sheriff's Office	18-402-M00P, Task 28-10-00	Low	\$4,200
Independence Police Department	18-402-M00P, Task 28-20-00	Low	\$4,300
Iowa Falls Police Department	18-402-M00P, Task 28-30-00	Low	\$4,200
Jackson County Sheriff's Office	18-402-M00P, Task 28-40-00	Low	\$4,300
Janesville Police Department	18-402-M00P, Task 28-50-00	Low	\$4,000
Jefferson Police Department	18-402-M00P, Task 28-60-00	Low	\$4,025
Jesup Police Department	18-402-M00P, Task 28-70-00	Low	\$4,300
Jones County Sheriff's Office	18-402-M00P, Task 28-80-00	Low	\$4,200
Keokuk County Sheriff's Office	18-402-M00P, Task 28-90-00	Low	\$3,000
Kingsley Police Department	18-402-M00P, Task 29-00-00	Low	\$3,950
LaPorte City Police Department	18-402-M00P, Task 29-10-00	Low	\$4,100
Lake Park Police Department	18-402-M00P, Task 29-20-00	Low	\$2,600
Lake View Police Department	18-402-M00P, Task 29-30-00	Low	\$4,200
Lamoni Police Department	18-402-M00P, Task 29-40-00	Low	\$3,900
Lansing Police Department	18-402-M00P, Task 29-50-00	Low	\$4,300
LeMars Police Department	18-402-M00P, Task 29-60-00	Low	\$4,300
Lisbon Police Department	18-402-M00P, Task 29-70-00	Low	\$4,200
Logan Police Department	18-402-M00P, Task 29-80-00	Low	\$4,200
Louisa County Sheriff's Office	18-402-M00P, Task 29-90-00	Low	\$4,300
Lucas County Sheriff's Office	18-402-M00P, Task 30-00-00	Low	\$4,200
Lyon County Sheriff's Office	18-402-M00P, Task 30-10-00	Low	\$4,200
Madison County Sheriff's Office	18-402-M00P, Task 30-20-00	Low	\$4,200
Manchester Police Department	18-402-M00P, Task 30-30-00	Low	\$4,200
Manning Police Department	18-402-M00P, Task 30-40-00	Low	\$3,900

Mapleton Police Department	18-402-M00P, Task 30-50-00	Low	\$4,300
Maquoketa Police Department	18-402-M00P, Task 30-60-00	Low	\$4,200
Mar-Mac Police Department	18-402-M00P, Task 30-70-00	Low	\$4,200
Marcus Police Department	18-402-M00P, Task 30-80-00	Low	\$3,550
Marengo Police Department	18-402-M00P, Task 30-90-00	Low	\$4,200
McCausland Police Department	18-402-M00P, Task 31-00-00	Low	\$4,300
Melcher Dallas Police Department	18-402-M00P, Task 31-10-00	Low	\$4,300
Merrill Police Department	18-402-M00P, Task 31-20-00	Low	\$4,200
Milford Police Department	18-402-M00P, Task 31-30-00	Low	\$4,300
Mills County Sheriff's Office	18-402-M00P, Task 31-40-00	Low	\$4,300
Missouri Valley Police Department	18-402-M00P, Task 31-50-00	Low	\$4,300
Mitchell County Sheriff's Office	18-402-M00P, Task 31-60-00	Low	\$4,200
Mitchellville Police Department	18-402-M00P, Task 31-70-00	Low	\$4,100
Monona County Sheriff's Office	18-402-M00P, Task 31-80-00	Low	\$4,200
Monona Police Department	18-402-M00P, Task 31-90-00	Low	\$4,200
Monroe Police Department	18-402-M00P, Task 32-00-00	Low	\$3,900
Montgomery Co. Sheriff's Office	18-402-M00P, Task 32-10-00	Low	\$4,200
Monticello Police Department	18-402-M00P, Task 32-20-00	Low	\$4,200
Montrose Police Department	18-402-M00P, Task 32-30-00	Low	\$4,300
Mt. Pleasant Police Department	18-402-M00P, Task 32-40-00	Low	\$4,200
Nashua Police Department	18-402-M00P, Task 32-50-00	Low	\$4,200
Nevada Police Department	18-402-M00P, Task 32-60-00	Low	\$4,200
New Hampton Police Department	18-402-M00P, Task 32-70-00	Low	\$4,200
New Vienna Police Department	18-402-M00P, Task 32-80-00	Medium*	\$1,800
Oelwein Police Department	18-402-M00P, Task 32-90-00	Low	\$4,200
Okoboji Police Department	18-402-M00P, Task 33-00-00	Low	\$2,250
Osage Police Department	18-402-M00P, Task 33-10-00	Low	\$4,200
Osceola County Sheriff's Office	18-402-M00P, Task 33-20-00	Low	\$4,300
Osceola Police Department	18-402-M00P, Task 33-30-00	Low	\$4,300
Palo Alto County Sheriff's Office	18-402-M00P, Task 33-40-00	Low	\$4,200
Parkersburg Police Department	18-402-M00P, Task 33-50-00	Low	\$4,300
Paullina Police Department	18-402-M00P, Task 33-60-00	Low	\$4,200
Pleasantville Police Department	18-402-M00P, Task 33-70-00	Low	\$4,300
Plymouth Co. Sheriff's Office	18-402-M00P, Task 33-80-00	Low	\$4,200
Postville Police Department	18-402-M00P, Task 33-90-00	Low	\$3,250
Pottawattamie Co. Sheriff's Office	18-402-M00P, Task 34-00-00	Low	\$4,200
Poweshiek County Sheriff's Office	18-402-M00P, Task 34-10-00	Low	\$4,200
Prairie City Police Department	18-402-M00P, Task 34-20-00	Low	\$2,450
Red Oak Police Department	18-402-M00P, Task 34-30-00	Low	\$4,200
Sabula Police Department	18-402-M00P, Task 34-40-00	Low	\$4,200
Sac City Police Department	18-402-M00P, Task 34-50-00	Low	\$4,200
Sac County Sheriff's Office	18-402-M00P, Task 34-60-00	Low	\$4,200

Shelby County Sheriff's Office	18-402-M00P, Task 34-70-00	Low	\$4,200
Shell Rock Police Department	18-402-M00P, Task 34-80-00	Low	\$4,200
Sigourney Police Department	18-402-M00P, Task 34-90-00	Low	\$1,700
Sioux Center Police Department	18-402-M00P, Task 35-00-00	Low	\$4,200
Spencer Police Department	18-402-M00P, Task 35-20-00	Low	\$4,200
Spirit Lake Police Department	18-402-M00P, Task 35-30-00	Low	\$4,200
Story City Police Department	18-402-M00P, Task 35-40-00	Low	\$4,300
Stuart Police Department	18-402-M00P, Task 35-50-00	Low	\$4,200
Sumner Police Department	18-402-M00P, Task 35-60-00	Low	\$2,500
Sutherland Police Department	18-402-M00P, Task 35-70-00	Low	\$4,300
Tama County Police Department	18-402-M00P, Task 35-80-00	Low	\$4,300
Tripoli Police Department	18-402-M00P, Task 35-90-00	Low	\$4,200
Union County Sheriff's Office	18-402-M00P, Task 36-00-00	Low	\$4,300
Van Meter Police Department	18-402-M00P, Task 36-10-00	Low	\$4,300
Vinton Police Department	18-402-M00P, Task 36-20-00	Low	\$4,300
Wapello Police Department	18-402-M00P, Task 36-30-00	Low	\$4,200
Washington Police Department	18-402-M00P, Task 36-40-00	Low	\$4,300
Waukon Police Department	18-402-M00P, Task 36-50-00	Low	\$4,200
Waverly Police Department	18-402-M00P, Task 36-60-00	Low	\$3,100
Wayne County Sheriff's Office	18-402-M00P, Task 36-70-00	Low	\$4,200
Webster City Police Department	18-402-M00P, Task 36-80-00	Low	\$4,200
West Union Police Department	18-402-M00P, Task 36-90-00	Low	\$4,300
Williamsburg Police Department	18-402-M00P, Task 37-00-00	Low	\$4,200
Winfield Police Department	18-402-M00P, Task 37-10-00	Low	\$1,500
Winnebago County Sheriff's Office	18-402-M00P, Task 37-20-00	Low	\$4,200
Winterset Police Department	18-402-M00P, Task 37-30-00	Low	\$4,300
Worth County Sheriff's Office	18-402-M00P, Task 37-40-00	Low	\$4,200

*New Vienna Police Department – History of late reports.

TOTAL \$ 711,725

Amt. of Match:	Indirect Cost: N/A	Local Benefit:	Maintenance of Effort: N/A
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Problem Identification, Strategy Development, and Project Selection:

Iowa's sTEP program is an enforcement and educational effort to increase safety belt and child restraint use and reduce impaired driving to ultimately bring a reduction to collisions, injuries, and fatalities on Iowa's roadways. The design of the program allows for the smaller, rural community enforcement agencies to receive overtime funding to work five specific enforcement waves which coincide with national mobilization projects such as "Click It or Ticket". Grantees receiving funding under the sTEP program will be required to work five scheduled enforcement waves in addition to conducting observational belt usage surveys before and after each wave to help measure the impact and success of the enforcement and educational efforts. Agencies are encouraged to work with media to help spread awareness to the importance of wearing a safety belt. Short-term high visibility enforcement is identified as an effective strategy within NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015.

Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8 th Edition, 2015.			
Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Seat Belt Use Laws/State Primary Enforcement Seat Belt Use Laws	Funding will be utilized to support overtime enforcement efforts of Iowa's primary seat belt law. The primary law was enacted July 1986.	★★★★★
	Seat Belt Law Enforcement/Short-Term High Visibility Seat Belt Law Enforcement	sSTEP agencies will participate in five specific enforcement waves. The national mobilization period for "Click It or Ticket" is identified as one of the specific waves.	★★★★★
	Seat Belt Law Enforcement/Combined Seat Belt and Alcohol Enforcement, Nighttime	sSTEP agencies will utilize funding to support overtime enforcement efforts during problematic times and areas as supported by data.	★★★★★
	Seat Belt Law Enforcement/Sustained Enforcement	Funding will support overtime enforcement efforts.	★★★★
	Communications and Outreach/Supporting Enforcement	Agencies participating in sSTEP are encouraged to work with local media to promote traffic safety with an emphasis on belt usage.	★★★★★
Project Performance Measure(s):			
<ol style="list-style-type: none"> 1. Participate in five identified sSTEP waves and report activity. 2. Conduct pre- and post-observational safety belt usage surveys for each of the five sSTEP waves. 3. Work with local media as a way to promote information about traffic safety and the importance of belt usage; report media contacts. 			

Project: Elderly Drivers – CarFit Program			Risk Assessment: Medium* *New Grantee
Agency: AARP Project #: 18-402-M00P, Task 11-00-00 Budget: \$3,600			
Amt. of Match: \$720	Indirect Cost: N/A	Local Benefit: N/A	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection:			
<p>Older drivers are often the safest drivers in that they are more likely to wear their seatbelts, and less likely to speed or drink and drive. However, older drivers are more likely to be killed or seriously injured when a crash does occur due to the greater fragility of their aging bodies. The AARP CarFit program is an educational program that offers older adults the opportunity to check how well their personal vehicles "fit" them. GTSB's CarFit contract will provide funding for CarFit event coordinators and technicians in Sioux City and Dubuque. It will also fund the purchase of three CarFit kits to be used at these events.</p>			
Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8 th Edition, 2015.			

Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Older Drivers	Formal Courses for Older Drivers	CarFit is a nationally recognized program for older drivers.	★★
	General Communications and Education	CarFit programs provide a vast array of information for older drivers and provides assistance in fitting a vehicle properly.	★★
Project Performance Measure(s): <ol style="list-style-type: none"> 1. Purchase three CarFit kits and utilize throughout the state. 2. Purchase training materials for and train up to 50 CarFit Technicians and up to 50 CarFit Coordinators. 			

Project: Travel – 402/Occupant Protection

Agency: GTSB

Project Number: 18-402-M00P, Task 00-00-01

Budget: \$7,000

Funding in FFY 2018 is allocated for staff travel including attendance at trainings and the GHSA Annual Conference.

Project: Printing and Educational Items

Agency: GTSB

Project Number: 18-402-M00P, Task 00-00-02

Budget: \$10,000

Funding in FFY 2018 is allocated for occupant protection related brochures and printing.

Project: Program Management – 402/Occupant Protection

Agency: GTSB

Project Number: 18-402-M00P, Task 00-00-07

Budget: \$387,500

Split proportions of GTSB staff salaries for activities focused on occupant protection project, technical assistance of occupant restraint activities, and to help increase occupant restraint usage. This project provides technical assistance with on-going public information and education activities supporting national campaigns, and to coordinate, monitor, and audit occupant protection area grants and activities.

Project: Travel

Agency: GTSB

Project Number: 18-405b-M1TR, Task 00-00-03

Budget: \$500

Funding in FFY 2018 is allocated for site visit expenses incurred by GTSB Program Administrators.

Project: Printing and Educational Items Agency: GTSB Project Number: 18-405b-M1TR, Task 00-00-05 Budget: \$10,000
Funding in FFY 2018 is allocated for occupant protection related brochures and sTEP calendars.

Occupant Protection: Program and Budget Summary

Project #	Project Name/Agency	Budget	Budget Source	
			402	405b
18-402-MOOP, Task 02-00-00	Council Bluffs Police Dept.	\$50,380	\$50,380	
18-402-MOOP, Task 03-00-00	DeWitt Police Department	\$15,950	\$15,950	
18-402-MOOP, Task 04-00-00	Dubuque Police Department	\$35,000	\$35,000	
18-402-MOOP, Task 06-00-00	Marion County Sheriff's Office	\$17,700	\$17,700	
18-402-MOOP, Task 07-00-00	Marion Police Department	\$25,000	\$25,000	
18-402-MOOP, Task 08-00-00	Pella Police Department	\$8,450	\$8,450	
18-402-MOOP, Task 09-00-00	Scott County Sheriff's Office	\$50,000	\$50,000	
18-402-MOOP, Task 10-00-00	West Des Moines Police Dept.	\$27,900	\$27,900	
18-402-MOOP, Task 05-00-00	ISU – Behavioral Research Survey	\$7,000	\$7,000	
18-402-MOOP, Task 00-00-29	ISU Conference and Planning (Split)	\$23,000	\$23,000	
18-402-MOOP, Task 20-10-00 through 18-402-MOOP, Task 37-40-00	sTEP	\$715,925	\$711,725	
18-405b-M1CSS, Task 01-00-00	Unity Point/Blank Children's Hospital	\$50,000		\$50,000
18-405b-M1OP, Task 01-00-00		\$183,000		\$183,000
18-405b-M1OP, Task 01-00-00	ISU Survey and Behavioral Services	\$35,000		\$35,000
18-405b-M1OP, Task 02-00-00	UI – IPRC/Child Passenger Survey	\$30,000		\$30,000
18-402-MOOP, Task 00-00-01	GTSB – Travel (OP)	\$7,000	\$7,000	
18-402-MOOP, Task 00-00-02	GTSB – Printing/Educational Items	\$10,000	\$10,000	
18-402-MOOP, Task 00-00-07	GTSB – Program Management (OP)	\$387,500	\$387,500	
18-405b-M1TR, Task 0-00-03	GTSB Travel	\$500		\$500
18-405b-M1TR, Task 00-00-05	GTSB Printing/Educational Items	\$10,000		\$10,000
18-402-MOOP, Task 11-00-00	AARP	\$3,600	\$3,600	
	TOTAL	\$1,688,705	\$1,380,205	\$308,500

Alcohol-Impaired Driving Fatalities/Impaired Driving (C-5)

Impaired driving continues to be a concern. After three years (2011 – 2013) of a steady increase in the number of alcohol-impaired driving fatalities, state has experienced two consecutive years of decreases (2014 and 2015) shifting the 5-year linear trend to reflect a slight decrease. Pursuant to federal legislation, the GTSB qualifies for Section 405d funding as a “low-range” state based on a 3-year average of alcohol-impaired fatalities per 100m vehicle miles traveled.

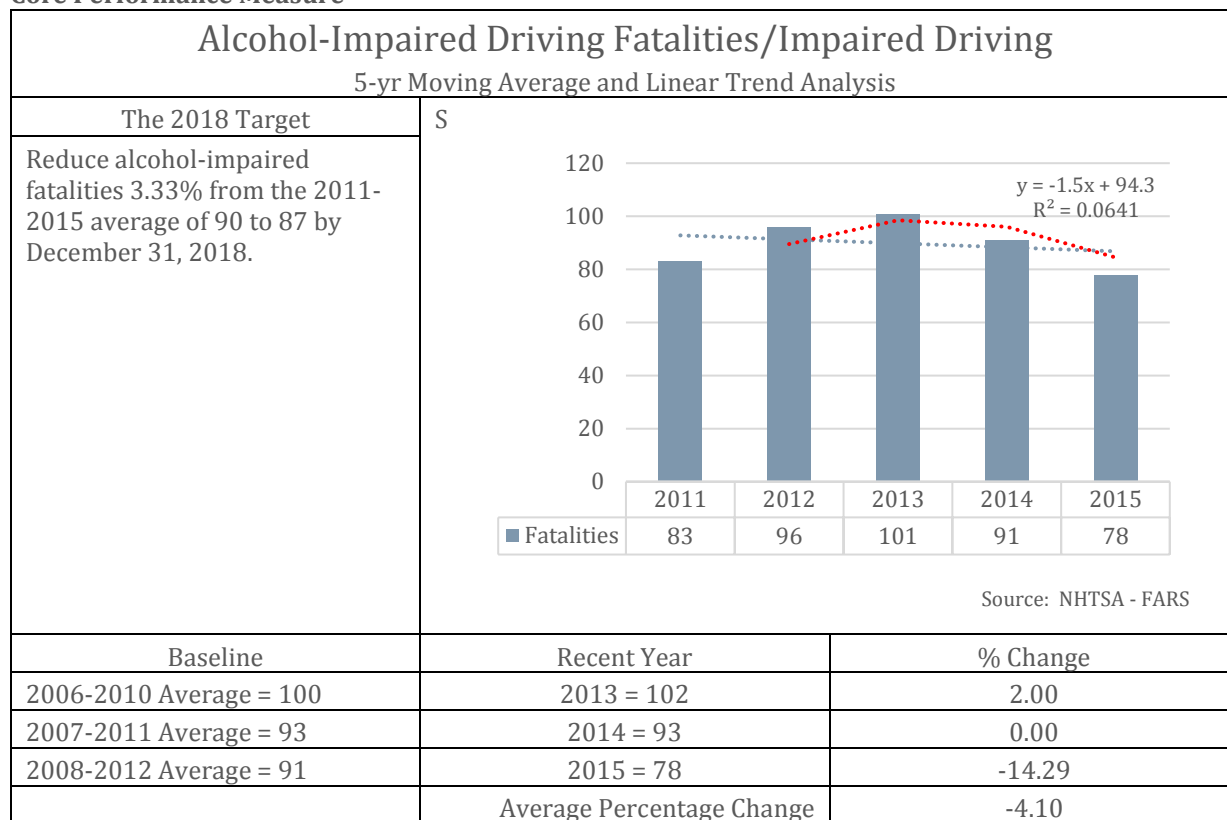
In 2003, Iowa enacted .08 legislation which has strengthened Iowa’s alcohol-impaired driving laws but there still remains a lot of work to do. In FFY 2018, Iowa will utilize a combination of federal Section 4502 and 405d funding to support law enforcement agencies in their impaired driving countermeasures. Law enforcement agencies play a huge role in the continuing efforts to combat impaired driving through both high visibility enforcement and education. Such efforts are identified in both the Highway Safety Plan and the State Strategic Highway Safety Plan. Agencies that participate in the sTEP (special Traffic Enforcement Program) waves, support national mobilizations such as “Drive Sober or Get Pulled Over”.

In addition to enforcement and community outreach/educational programs, it is also critical for enforcement officers also maintain proper and current training. The state continues to support specialized training such as the Advanced Roadside Impaired Driving Enforcement (ARIDE) and the Drug-Enforcement Expert (DRE) programs. Section 402 and 405d funding also help support statewide projects, such as the Division of Criminal Investigation Criminalistics Laboratory and the Iowa Law Enforcement Academy, in addition to supporting the purchase of equipment.

In 2016, the state formed an Impaired Driving Coalition to address the high percentage of impaired driving fatalities in the state. The Coalition was tasked to make recommendations through an Impaired Driving Plan to address and improve the impaired driving problem in the state in several areas including prevention, criminal justice, law enforcement, prosecution, adjudication, communication, treatment, and program evaluation. The diverse Coalition representation provided for a wide range of perspectives, expertise, and experienced to be considered for inclusion in the Impaired Driving Plan. During FFY 2018, the recommendations will continue to be reviewed for possible implementation.

The 2017 Iowa Legislative Session was successful with the passage of a statewide 24-7 program. The Department of Public Safety (DPS) will be responsible for drafting the administrative code for the program as well as creating the policies, regulations and guidelines for the 24-7 program. The GTSB has agreed to assist the DPS and other agencies that may be named in administrative code or drafted policy with the implementation of the program. Section 405d funding will be utilized for costs associated with the 24-7 program in accordance with the FAST Act guidelines.

Core Performance Measure



The average percent change from the most recent three years (2013-2015) in relation to a 5-year baseline period has been a reduction of 4.10%. If a total reduction of this magnitude is realized through 2018, compared to a baseline of the average annual fatality count for 2011-2015 (90), the fatality count expected in 2018 would be about 87. The 2016 target to reduce alcohol-impaired fatalities 3.22% from the 2009-2013 average of 93 to 90 by December 31, 2016 was met.

The 5-year linear trend line reflects a very slight decrease. During FFY 2018, the state will be addressing several of the recommendations of the Iowa Impaired Driving Coalition with goals to continue the downward trend.

The GTSB has set a goal to reduce alcohol-impaired driving fatalities 3.33% from the 2011-2015 average of 90 to 87 by December 31, 2018. A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2018 goal.

Safety Measures and Objectives

Safety Measure	Objective(s)
Reduce alcohol-impaired fatalities (BAC=.08+).	Reduce alcohol-related impaired driving fatalities 3.33% from the 2011-2015 average of 90 to 87 by December 31, 2018.

Support recommendations of the Impaired Driving Coalition and implement strategies identified in the Impaired Driving Plan.	-Ensure the Coalition meets a minimum of three times a year. -Identify and implement countermeasures identified within the Statewide Impaired Driving Plan.
Support a statewide 24/7 program.	Support the development and implementation of the 24/7 program in counties throughout the state.
Continue to support impaired driving training for law enforcement.	-Support efforts of the Iowa Law Enforcement Academy on training in regard to SFST and SFS-HGN. -In FFY 2018, certify an additional 12 officers as Drug Recognition Experts (DREs). -Train a minimum of 150 law enforcement officers throughout the state in the Advanced Roadside Impaired Driving Enforcement (ARIDE) training during FFY 2018.
Purchase equipment that supports law enforcement efforts in the area of impaired driving.	-Through the administration of Section 402 and 405d, provide funding for the purchase of GTSB approved equipment.
Educate the public on the perils of impaired driving.	-Continue the GTSB desk-top driving simulator program at high schools throughout the state to provide teen drivers with information about impaired driving. Incorporate the use of fatal vision goggles to bring awareness to the effects of impaired driving. -Through the administration of Section 402 and 405d, support overtime to be used for the purpose of educational presentations with the emphasis on impaired driving.
Perform high visibility enforcement.	Through the administration of Section 402 and 405d, support overtime to be used for enforcement activities.
Test blood for the presence of drugs.	Through Section 405d, support the efforts of the Iowa Division of Criminal Investigation (DCI) Criminalistics Laboratory for the screening of blood samples for the presence of drugs. The DCI Laboratory will continue to establish validation methods for testing of the seven primary drug categories.

State Goals/Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Enforcement Safety Strategies

The 2017 SHSP includes high visibility enforcement within the Enforcement Safety Area. Through the administration of Section 402 and 405, funding will be provided to partner agencies for overtime for high visibility enforcement efforts to include multi-jurisdictional events. Enforcement is needed to remind

people of the laws associated with driving with the goal to discourage unsafe driving decisions which will improve overall traffic safety behaviors and culture.

Education Safety Strategies

Educating the public about traffic safety is an emphasis area within the SHSP. The focus supports the state’s aspirational goal to reduce fatalities to zero in Iowa. Through educational efforts, traffic safety partners will continue to provide information with the goal to discourage unsafe driving behaviors to ultimately improve the traffic safety culture. The GTSB will incorporate the “Zero Fatalities” logo into presentations, educational items, and media opportunities as appropriate to support the multi-media education campaign efforts identified in the SHSP.

Data Collection and Information Systems

TraCS- Traffic and Criminal Software (TraCS) is a data collection and reporting tool to streamline and automate the capture and transmission of critical traffic safety related data. The TraCS program is an initiative of the Iowa Department of Transportation (DOT) to collect data from law enforcement at the scene of a motor vehicle crash and send that data electronically to the Iowa DOT who serves as the repository for crash data. TraCS is partially funded through Section 405c. Features of TraCS includes electronic forms, data validation, case management, document workflow, data transmission, peripheral compatibility, and TraCS Web. As of April 1, 2017, 307 Iowa law enforcement agencies submit their data electronically through TraCS. These agencies represent approximately 98% of all crash submissions in the state of Iowa annually.

Crash Report Form – The most recent crash form revision was released by the Iowa DOT for use on January 1, 2015.

Crash Data – The GTSB and the Iowa DOT will continue to work with law enforcement partners regarding the importance of crash data with a goal to increase the number of fatalities with known BAC and/or drug usage.

Reports by ITSDDS/In-Trans – The services of the Iowa Traffic Safety Data Service (ITSDDS) at Iowa State University provides agencies, organizations, and individuals with crash data analysis resources. ITSDDS services are for individuals or entities who need to examine crash data to make decisions about funding, improving roads, implementing enforcement, writing reports and proposals, designing presentations and/or increasing traffic safety awareness. Traffic safety stakeholders are encouraged to utilize the services provided by ITSDDS. For law enforcement, reports specific to their jurisdiction can help identify evidence-based problem areas in which to focus overtime efforts.

Web-Based Analytical Tool – The Iowa Department of Transportation continues the development of a web-based analytical tool (web-SAVER/ <https://saver.iowadot.gov>) which will be easily accessible for agency use. This project is included in the SHSP Data Management and Use Safety Area.

Traffic Safety Data Analysis (TSDA) Website - Through members of the Statewide Traffic Records Coordinating Committee, Iowa’s TSDA website was developed and launched in the fall of 2014. Housed under the Iowa DOT’s site located at www.iowadot.gov/tsda/index.html, the TSDA site includes crash, roadway, driver, vehicle, injury surveillance/EMS, and citation/adjudication data. Static reports from the six core datasets are available. Efforts are being made to continually update the TSDA site as newer data and reports become available.

Countermeasures

Project: Law Enforcement/HVE – Section 405d			
Agency	Project#	Risk Asses.	Budget
Benton County Sheriff's Office	18-405d-M60T, Task 01-00-00	Low	\$13,000
Black Hawk Co. Sheriff's Office	18-405d-M60T, Task 02-00-00	Low	\$11,500
Blue Grass Police Department	18-405d-M60T, Task 03-00-00	Low	\$9,900
Boone Police Department	18-405d-M60T, Task 04-00-00	Medium*	\$14,500
Buffalo Police Department	18-405d-M60T, Task 05-00-00	Low	\$5,450
Carlisle Police Department	18-405d-M60T, Task 06-00-00	Low	\$10,250
Carter Lake Police Department	18-405d-M60T, Task 48-00-00	Medium*	\$9,950
Cass County Sheriff's Office	18-405d-M60T, Task 07-00-00	Medium*	\$15,000
Cedar County Sheriff's Office	18-405d-M60T, Task 08-00-00	Low	\$15,000
Cedar Rapids Police Dept.	18-405d-M60T, Task 09-00-00	Low	\$39,000
Clinton County Sheriff's Office	18-405d-M60T, Task 10-00-00	Low	\$29,500
Dallas County Sheriff's Office	18-405d-M60T, Task 11-00-00	Low	\$29,900
Dyersville Police Department	18-405d-M60T, Task 13-00-00	Low	\$6,000
Epworth Police Department	18-405d-M60T, Task 14-00-00	Low	\$4,800
Evansdale Police Department	18-405d-M60T, Task 15-00-00	Low	\$7,800
Fort Madison Police Dept.	18-405d-M60T, Task 16-00-00	Low	\$15,950
Henry County Sheriff's Office	18-405d-M60T, Task 17-00-00	Low	\$16,400
Huxley Police Department	18-405d-M60T, Task 49-00-00	Low	\$7,500
Iowa City Police Department	18-405d-M60T, Task 18-00-00	Low	\$35,800
Iowa State Patrol	18-405d-M60T, Task 20-00-00	Low	\$360,000
Keokuk Police Department	18-405d-M60T, Task 21-00-00	Low	\$9,500
LeClaire Police Department	18-405d-M60T, Task 22-00-00	Low	\$26,000
Linn County Sheriff's Office	18-405d-M60T, Task 23-00-00	Low	\$40,500
Mahaska Co. Sheriff's Office	18-405d-M60T, Task 24-00-00	Low	\$15,000
Mt. Vernon Police Department	18-405d-M60T, Task 26-00-00	Low	\$11,100
Muscatine Co. Sheriff's Office	18-405d-M60T, Task 27-00-00	Low	\$41,500
Muscatine Police Department	18-405d-M60T, Task 28-00-00	Low	\$21,900
Ottumwa Police Department	18-405d-M60T, Task 29-00-00	Low	\$25,500
Polk City Police Department	18-405d-M60T, Task 30-00-00	Medium*	\$6,400
Princeton Police Department	18-405d-M60T, Task 31-00-00	Low	\$5,500
Sioux City Police Department	18-405d-M60T, Task 33-00-00	Low	\$70,350
Storm Lake Police Department	18-405d-M60T, Task 35-00-00	Low	\$15,000
University Heights Police Dept.	18-405d-M60T, Task 37-00-00	Low	\$9,400
University of Northern Iowa	18-405d-M60T, Task 38-00-00	Medium*	\$6,800
Walcott Police Department	18-405d-M60T, Task 39-00-00	Low	\$5,000
Wapello County Sheriff's Office	18-405d-M60T, Task 40-00-00	Low	\$12,500
Washington Co. Sheriff's Office	18-405d-M60T, Task 41-00-00	Low	\$19,000
Waterloo Police Department	18-405d-M60T, Task 42-00-00	Low	\$50,500
West Burlington Police Dept.	18-405d-M60T, Task 43-00-00	Low	\$6,850
West Liberty Police Dept.	18-405d-M60T, Task 44-00-00	Low	\$10,000

Windsor Heights Police Dept.	18-405d-M6OT, Task 45-00-00	Low	\$14,450
Winneshiek Co. Sheriff's Office	18-405d-M6OT, Task 46-00-00	Medium*	\$21,000
Woodbury Co. Sheriff's Office	18-405d-M6OT, Task 47-00-00	Low	\$22,500
		TOTAL	\$1,102,950

*Boone Police Department – Past history of late claims; new GTSB contact.
Carter Lake Police Department – Low performance and activity.
Cass County Sheriff's Office – Late reporting and inaccurate claims.
Polk City Police Department – Low numbers.
UNI Police Department – New contract with limited traffic enforcement opportunities.
Winneshiek County Sheriff's Office – New contractor.

Amt. of Match: \$144,740	Indirect Cost: N/A	Local Benefit: \$723,700 Iowa State Patrol = \$0.00	Maintenance of Effort: \$21,843,301
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Problem Identification, Strategy Development, and Project Selection:

Iowa maintains strong initiatives to address impaired driving. Despite such efforts, in 2015, alcohol impairment was a factor in approximately 24% of all traffic fatalities. High visibility efforts remain an effective countermeasure used in Iowa to reduce impaired-driving related crashes. High visibility enforcement is included in NHTSA's "Countermeasures that Work", 8th Edition, 2015, as an effective strategy to combat impaired driving. Enforcement grantees under Section 405d will receive funding to support overtime efforts, educational events, equipment purchases, and to attend traffic-related training opportunities. Section 405d funding will allow for Iowa to maintain strong initiatives focusing on impaired driving.

Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015.

Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Alcohol- and Drug-Impaired Driving	Deterrence: Enforcement/High Visibility Saturation Patrols	Section 405d funding will be utilized to support overtime efforts through high visibility enforcement.	★★★★★
	Deterrence: Enforcement/Preliminary Breath Test Devices (PBTs)	Section 405d funding will be utilized to support the purchase of PBTs.	★★★★★
	Deterrence: Enforcement/Integrated Enforcement	Section 405d funding will support overtime enforcement efforts with a focus on impaired driving.	★★★
	Underage Driving and Drinking and Driving/Minimum Drinking Age 21 Laws	Section 405d funding will be utilized to support overtime efforts allowing officers to enforce minimum drinking age laws.	★★★★★★
	Underage Driving and Drinking and Driving/Youth Programs	Section 405d funding will be utilized to support overtime efforts to provide educational programs targeted at youth and impaired driving.	★★

	Drug-Impaired Driving/Enforcement of Drug-Impaired Driving	-Law enforcement officers throughout the state are encouraged to participate in ARIDE trainings and/or DRE certification. -Enforcement agencies are encouraged to utilize DREs to conduct evaluations when someone is suspected of impairment due to drug usage.	★★★
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- Project Performance Measure(s):**
1. Conduct overtime enforcement and educational presentations and report activity on a monthly basis.
 2. Conduct a minimum of 12 traffic-related public information and/or educational activities during the funding period.
 3. Conduct a minimum of two special enforcement events with one being a nighttime enforcement project. Utilize data to support the location and time of the enforcement event.

Project: Law Enforcement/HVE- Section 402/Alcohol			
Agency	Project#	Risk Asses.	Budget
Ames Police Department	18-402-MOAL, Task 01-00-00	Low	\$33,450
Cedar Falls Police Department	18-402-MOAL, Task 02-00-00	Medium*	\$6,000
Cerro Gordo Co. Sheriff's Office	18-402-MOAL, Task 03-00-00	Low	\$24,950
Clear Lake Police Department	18-402-MOAL, Task 04-00-00	Low	\$17,500
Clinton Police Department	18-402-MOAL, Task 05-00-00	Medium*	\$30,000
Davenport Police Department	18-402-MOAL, Task 06-00-00	Medium*	\$43,500
Dubuque Co. Sheriff's Office	18-402-MOAL, Task 07-00-00	Low	\$20,450
Indianola Police Department	18-402-MOAL, Task 08-00-00	Low	\$13,450
Johnston Police Department	18-402-MOAL, Task 09-00-00	Low	\$21,500
Marshall Co. Sheriff's Office	18-402-MOAL, Task 10-00-00	Low	\$20,050
Marshalltown Police Dept.	18-402-MOAL, Task 11-00-00	Low	\$17,500
Story County Sheriff's Office	18-402-MOAL, Task 12-00-00	Low	\$22,810
		TOTAL	\$271,160

*Cedar Falls Police Department – Low numbers.
 Clinton Police Department – New GTSB contacts.
 Davenport Police Department - Late to apply; inaccurate claims.

Amt. of Match: \$53,855	Indirect Cost: N/A	Local Benefit: \$269,275	Maintenance of Effort: N/A
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Problem Identification, Strategy Development, and Project Selection:
 A total of 12 law enforcement agencies will receive Section 402 funding to support overtime enforcement efforts with an emphasis on impaired driving during times and at locations that have been identified through data as high-risk. Grantees will be required to conduct at least 12 traffic-related public information and/or educational activities and two special enforcement events. Funding will also support the purchase of equipment (preliminary breath testers, in-car video cameras, and fatal vision goggle kits). Funding may also be used for officers to attend approved traffic safety training. Some grantees will receive funding for overtime to conduct educational presentations on impaired driving prevention at schools and/or for other interested parties. In addition to enforcement mentioned above, agencies are

highly encouraged to participate in national mobilizations such as "Drive Sober or Get Pulled Over" and "Click It or Ticket".

Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015.

Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Alcohol- and Drug Impaired Driving	Deterrence: Enforcement/High Visibility Saturation Patrols	Section 402 funding will support overtime for high visibility enforcement projects.	★★★★★
	Deterrence: Enforcement/Preliminary Breath Test Devices (PBTs)	Section 402 funding will support the purchase of PBTs.	★★★★★
	Deterrence: Enforcement/Integrated Enforcement	Section 402 funding will support overtime enforcement efforts with a focus on impaired driving.	★★★★
	Underage Drinking and Drinking and Driving/Minimum Drinking Age 21 Laws	Section 402 funding will support overtime efforts allowing officers to enforce minimum drinking age laws.	★★★★★★
	Underage Drinking and Driving and Driving/Youth Programs	Section 402 funding will support overtime efforts to provide youth educational programs with an emphasis on impaired driving.	★★
	Drug-Impaired Driving/Enforcement of Drug-Impaired Driving	-Law enforcement agencies are encouraged to have officers trained in ARIDE and/or certified as a DRE. -Enforcement agencies will be encouraged to utilize DREs to conduct evaluations on cases when someone is suspected of impairment due to drug usage.	★★★★

Project Performance Measure(s):

1. Report enforcement activity on a monthly basis.
2. Grantees are required to conduct at least two special enforcement events during problematic times and locations.
3. Conduct a minimum of 12 traffic-related public information and/or educational activities during the funded year.

Project: Reality Education Alcohol Prevention (REAP)			Risk Assessment: Low
Agency: Mercy Medical Center Foundation			
Project #: 18-405d-M60T, Task 29-00-00			
Budget: \$6,000			
Amt. of Match: \$1,200	Indirect Cost: N/A	Local Benefit: \$6,000	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection: Mercy Medical Center will support a program entitled "Reality Education Alcohol Prevention" (REAP). REAP promotes the development and implementation of youth/alcohol education and prevention			

<p>programs for appropriate aged students. Classes are conducted in schools throughout the Sioux City, Iowa area and surrounding rural districts. The goal of this project is to reduce the number of lives impacted or lost as a result of underage drinking and/or impaired driving. The project will deliver reduction and prevention programs at middle school, high school, and college levels.</p>			
<p>Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015.</p>			
Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Alc- & Drug- Imp. Driving	Underage Drinking and Drinking and Driving/Youth Programs	The project will target young drivers ages 15 – 24 and will have a focus on impaired driving.	★★
<p>Project Performance Measure(s):</p> <ol style="list-style-type: none"> 1. Reduce the number of impaired drivers and/or young passengers riding with an impaired driver from baseline indicators. 			

<p>Project: TSRP/Prosecuting Attorney Training Coordinator Agency: Prosecuting Attorney's Training Coordinator Project #: 18-405d-M60T, Task 32-00-00 Budget: \$199,500</p>			<p>Risk Assessment: Low</p>
<p>Amt. of Match: \$39,900</p>	<p>Indirect Cost: N/A</p>	<p>Local Benefit: \$199,500</p>	<p>Maintenance of Effort: N/A</p>
<p>Problem Identification, Strategy Development, and Project Selection: The Prosecuting Attorney's Training Coordinator (PATC) will serve as Iowa's TSRP and will provide for training events which will include information to prosecutors in regard to OWI and drug-impaired driving. Throughout the year, in-service workshops will be developed and provided to law enforcement officers, hearing officers, and prosecutors in regard to the detection, apprehension, charging, trial, and punishment and/or treatment of impaired drivers. The PATC will be available for on-call research assistance and will assist with training provided at the Iowa Law Enforcement Academy. The PATC will also serve on the state's Impaired Driving Coalition.</p>			
<p>Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015.</p>			
Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Alcohol- & Drug-Imp. Driving	Deterrence: Laws/Open Container	Provide training in regard to Iowa's open container laws.	★★★★
	Deterrence: Laws/BAC Test Refusal Penalties	Provide training in regard to Iowa's BAC test refusal penalties.	★★★★
	Deterrence: Laws/Alcohol Impaired Driving Law Review	The PATC we serve on Iowa's Impaired Driving Coalition.	★★★★
	Deterrence: Prosecution and Adjudication/DWI Courts	Support the development and implementation of a statewide 24/7 program to counties throughout the state.	★★★★★

	Drug-Impaired Driving/Drug-Impaired Driving Laws	Provide training in regard to the state's drugged driving laws.	★★★★
Project Performance Measure(s):			
1. Performance measures are being reviewed and evaluated for FFY 2018.			

Project: Traffic Bench Book			Risk Assessment: Low
Agency: Office of the State Court Administrator			
Project #: 18-405d-M60T, Task 04-00-00			
Budget: \$19,000			
Amt. of Match: \$3,800	Indirect Cost: N/A	Local Benefit: \$19,000	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection:			
Judges and magistrates lack user friendly materials that can be easily accessed to answer questions that may arise as they are hearing cases. This lack of information has led to improper actions on the part of judges and magistrates. As Iowa's court system transitions to a paperless system, information for judges should follow this trend and be immediately available through the judicial computer system. Through this project, the State Court Administrator's Office will continue the development of the traffic bench book, ensuring all information is accurate, accessible, and useful. This will be accomplished with committees coordinated by a staff attorney. The attorney will work in conjunction with judges and magistrates to evaluate the usefulness of the traffic safety bench book.			
Assessment of Traffic Safety Strategies:			
The Office of the State Court Administrator provides education to judges, magistrates, and judicial officers in all areas of traffic safety; therefore; the services provided are essential for the state's overall efforts to reduce impaired driving and support several of the countermeasures identified in NHTSA's "Countermeasures the Work", 8 th Edition, 2015. The effectiveness rating for the effort of the Office of the State Court Administrator has been identified as three stars. ★★★★★			
Project Performance Measure(s):			
1. Continue to update the bench book as necessary to address traffic safety-related issues. Track the number of judges who access the bench book and report to the GTSB.			

Project: Law Enforcement Training			Risk Assessment: Low
Agency: Iowa Law Enforcement Academy			
Project #: 18-405d-M60T, Task 19-00-00			
Budget: \$175,785			
Amt. of Match: \$35,157	Indirect Cost: N/A	Local Benefit: \$175,785	Maintenance of Effort: \$80,758 utilized for FFY 2016 MOE approved on March 31, 2017.
Problem Identification, Strategy Development, and Project Selection:			
Through the Iowa Law Enforcement Academy, officers are trained to become proficient in recognizing and testing drivers who are suspected to be impaired. The academy provides training for Standardized Field Sobriety/Horizontal Gaze Nystagmus (SFS-HGN) and Standardized Field Sobriety Testing (SFST), including instructor courses for local and state law enforcement officers. Funding will also be used for miscellaneous supplies and expenses related to contracted activities.			

Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8 th Edition, 2015.			
Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Alc. - and Drug-Imp. Driving	Drug-Impaired Driving/Enforcement of Drug-Impaired Driving	Provide proper training for recognition of impaired drivers.	★★★
Project Performance Measure(s):			
1. Provide training to approximately 1,900 officers through FFY 2018 on impaired driving topics.			

Project: Criminalistics Laboratory Support and Toxicological Testing			Risk Assessment: Low
Agency: Iowa Department of Public Safety Division of Criminal Investigation, Criminalistics Laboratory			
Project #: 18-405d-M60T, Task 12-00-00			Maintenance of Effort: N/A
Budget: \$160,000			
Amt. of Match: \$32,000	Indirect Cost: N/A	Local Benefit: \$160,000	
Problem Identification, Strategy Development, and Project Selection:			
The Iowa Division of Criminal Investigation Criminalistics Laboratory plays an essential role in Iowa's impaired driving crackdown efforts. Through the alcohol-analysis section of the laboratory, toxicological testing is done on blood and urine. Criminalists provide the support for the deployment, installation, and maintenance/certification of 165 DataMaster DMT units throughout the state. All units are certified at least once a year. Criminalists also provide expert testimony during court proceedings. The lab continue to expand their toxicological capabilities for the presence of drugs in blood.			
Assessment of Traffic Safety Strategies:			
The DCI Laboratory is Iowa's only state crime lab; therefore, services provided are essential for the state in the areas of impairment which support enforcement efforts, judicial proceedings, and legislative interests. The data provided in the area of drug testing will be especially important in the coming years as the legalization of marijuana through the state continues. Efforts support several of the countermeasures identified in "NHTSA's Countermeasures That Work", 8 th Edition, 2015. The effectiveness rating for the efforts of the DCI Laboratory has been determined to be five stars. ★★★★★			
Project Performance Measure(s):			
1. A minimum of 165 agencies provided toxicological support.			
2. A minimum of 120 agencies supported with DataMaster training, certification, and maintenance.			
3. Continue to establish validation methods for testing of various drug categories.			

Project: Annual Governor's Highway Traffic Safety Conference	Risk Assessment: Low
Agency: Iowa State University Conference Planning and Management (Split)	
Project #: 18-402-M0AL, Task 00-00-29	

Budget: \$23,000			
Amt. of Match: \$4,600	Indirect Cost: N/A	Local Benefit: \$23,000	Maintenance of Effort: \$79,199 utilized for FFY 2016 MOE approved on March 31, 2017.
Problem Identification, Strategy Development, and Project Selection: The annual Governor’s Highway Traffic Safety Conference provides a venue for training and networking for traffic safety partners. The GTSB will partner with Iowa State University, Conference Planning and Management, to plan and assist with the 2018 conference. ISU Conference Planning and Management will coordinate the conference speakers and travel arrangements, provide registration services, and conduct other conference-related tasks. Funding will also support other general materials such as supplies, audio/visual support, and web support. The 2018 conference is estimated to have approximately 250 traffic safety professionals in attendance.			
Assessment of Traffic Safety Strategies: The annual Governor’s Highway Traffic Safety Conference provides a venue for traffic safety partners from all disciplines to come together for training and networking. Each year the agenda contains a variety of traffic safety-related speakers, subjects, and vendors. Information provided can help attendees in setting their traffic safety strategies. Various areas identified in NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices” will be addressed during the conference. For smaller agencies, the annual conference may be the only traffic safety training opportunity they attend. Because of the strong content of the conference and the opportunity for traffic safety professional networking, the project received a five star effectiveness rating. ★★★★★			
Project Performance Measures(s): 1. The number of traffic safety partners trained at the annual conference will be reported as will the topics presented and post-conference evaluation information provided.			

Project: 24-7 Program			
Agency(ies): To be determined as project continues to develop.			
Project #: 18-405d-M60T, Task 56-00-00			
Budget: \$40,000 (405d)			
Amt. of Match: \$8,000	Indirect Cost: N/A	Local Benefit: \$40,000	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection With the passage of SF444, on July 1, 2017, the state of Iowa will have a statewide 24-7 program. The Department of Public Safety (DPS) will be responsible for drafting the Administrative Code for the program as well as creating the policies, regulations and guidelines for the 24-7 program. The GTSB has agreed to assist the DPS and other agencies that may be named in Administrative Code or drafted policy with the implementation of the program. Section 405d funding will be utilized for costs associated with the 24-7 program in accordance with the FAST Act guidelines.			
Assessment of Traffic Safety Strategies: Based on NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 8 th Edition, 2015.			
Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Alco hol-	DWI Courts (Proven for reducing recidivism,)	Offenders will be required to report for PBT testing twice a day.	★★★★★

	Alcohol Ignition Interlocks (Proven for reducing recidivism).	Offenders will be required to install an alcohol ignition interlock system into their vehicle(s).	★★★★★
	DWI Offender Monitoring (Proven to reduce recidivism.)	Offenders will be required to report for PBT testing twice a day.	★★★★★
Project Performance Measure(s)			
1. To be determined.			

Project: High Five Rural Traffic Safety			
Agency(ies): To be determined.			
Project #/Risk Assessments: To be determined.			
Budget: \$100,000 (405d)			
Amt. of Match: \$10,000	Indirect Cost: N/A	Local Benefit: \$50,000	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection			
<p>The High Five Rural Traffic Safety Project was initiated in the state in 2014. The first three years of the project, including the pilot year, focused on seat belt usage. Since rural traffic fatalities remain high within the state, it has been determined to continue a rural-focused project. In FFY 2018, the emphasis of the project will be on rural counties with high alcohol-related crashes, fatalities, and injuries. Funding will be provided to five rural county sheriff's offices, who, with the support of the Iowa State Patrol, will focus on enforcement and educational efforts geared toward impaired driving. The High Five project is designed as a multi-agency effort so engineering will also be a component of the effort with Road Safety Audits being conducted in each of the counties. Through the Road Safety Audits, each county will be provided with low cost engineering improvement recommendations.</p>			
Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8 th Edition, 2015.			
Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Alcohol- and Drug-Impaired Driving	Deterrence: Enforcement/ High Visibility Saturation Patrols	Selected county sheriffs and the Iowa State Patrol will utilize Section 405d funding to support overtime efforts for high visibility enforcement focusing on impaired driving.	★★★★★
Project Performance Measure(s)			
<ol style="list-style-type: none"> 1. A minimum of five media contacts will be required from either the sheriff's office or the State Patrol. 2. A minimum of one coordinated/planned enforcement project will be conducted monthly and the results reported. 3. Reduce the number of overall crashes in the county. 4. Show an increase in enforcement activity in each county. 			

Project: Travel – 402/Alcohol
Agency: GTSB
Project Number: 18-402-M0AL, Task 00-00-03
Budget: \$2,500

Funding in FFY 2018 is allocated for impaired-related travel/training for GTSB Program Administrators and for staff to attend the GHSA Annual Meeting.

Project: Printing and Educational Items
Agency: GTSB
Project Number: 18-402-M0AL, Task 00-00-04
Budget: \$5,000

Funding in FFY 2018 is allocated for impaired-related printing.

Project: Program Management – 402/Alcohol
Agency: GTSB
Project Number: 18-402-M0AL, Task 00-00-07
Budget: \$462,000

Split proportions of GTSB staff salaries for activities focused on impaired driving. This project will provide for technical assistance with on-going public information and education activities supporting impaired driving issues and to coordinate, monitor, and audit impaired driving area grants and activities.

Project: Travel (RS)
Agency: GTSB
Project Number: 18-405d-M60T, Task 00-00-03
Budget: \$6,000

Funding in FFY 2018 is allocated for impaired-related travel for GTSB Program Administrators.

Project: DRE Program Expenses
Agency: GTSB
Project Number: 18-405d-M60T, Task 00-00-06
Budget: \$75,000

Funding in FFY 2018 is allocated to support the DRE program to include DRE training/certification binders and supplies, travel to Arizona for certification purposes, and to attend the DRE National Conference.

Project: ARIDE Program Expenses
Agency: GTSB
Project Number: 18-405d-M60T, Task 00-00-07
Budget: \$10,000

Funding in FFY 2018 is allocated for travel, supplies, training sites, and printing associated with ARIDE.

Alcohol-Impaired Driving Fatalities/Impaired Driving: Program and Budget Summary

Project #	Project Name/Agency	Budget	Budget Source	
			402	405d
18-402-M0AL, Task 01-00-00	Ames, Police Department	\$33,450	\$33,450	
18-402-M0AL, Task 02-00-00	Cedar Falls Police Department	\$6,000	\$6,000	
18-402-M0AL, Task 03-00-00	Cerro Gordo Co. Sheriff's Office	\$24,950	\$24,950	
18-402-M0AL, Task 04-00-00	Clear Lake Police Department	\$22,000	\$22,000	
18-402-M0AL, Task 05-00-00	Clinton Police Department	\$30,000	\$30,000	
18-402-M0AL, Task 06-00-00	Davenport Police Department	\$42,000	\$42,000	
18-402-M0AL, Task 07-00-00	Dubuque Co. Sheriff's Office	\$20,450	\$20,450	
18-402-M0AL, Task 08-00-00	Indianola Police Department	\$13,450	\$13,450	
18-402-M0AL, Task 09-00-00	Johnston Police Department	\$21,500	\$21,500	
18-402-M0AL, Task 10-00-00	Marshall Co. Sheriff's Office	\$20,050	\$20,050	
18-402-M0AL, Task 11-00-00	Marshalltown Police Dept.	\$17,500	\$17,500	
18-402-M0AL, Task 12-00-00	Story County Sheriff's Office	\$22,810	\$22,810	
18-402-M0AL, Task 00-00-29	ISU Conference and Planning	\$23,000	\$23,000	
18-405d-M60T, Task 01-00-00	Benton County Sheriff's Office	\$13,000		\$13,000
18-405d-M60T, Task 02-00-00	Black Hawk Co. Sheriff's Office	\$11,500		\$11,500
18-405d-M60T, Task 03-00-00	Blue Grass Police Department	\$9,900		\$9,900
18-405d-M60T, Task 04-00-00	Boone Police Department	\$14,500		\$14,500
18-405d-M60T, Task 05-00-00	Buffalo Police Department	\$5,450		\$5,450
18-405d-M60T, Task 06-00-00	Carlisle Police Department	\$10,250		\$10,250
18-405d-M60T, Task 48-00-00	Carter Lake Police Department	\$9,950		\$9,950
18-405d-M60T, Task 07-00-00	Cass County Sheriff's Office	\$15,000		\$15,000
18-405d-M60T, Task 08-00-00	Cedar County Sheriff's Office	\$15,000		\$15,000
18-405d-M60T, Task 09-00-00	Cedar Rapids Police Dept.	\$39,000		\$39,000
18-405d-M60T, Task 10-00-00	Clinton County Sheriff's Office	\$29,500		\$29,500
18-405d-M60T, Task 11-00-00	Dallas County Sheriff's Office	\$29,900		\$29,900
18-405d-M60T, Task 13-00-00	Dyersville Police Department	\$6,000		\$6,000
18-405d-M60T, Task 14-00-00	Epworth Police Department	\$4,800		\$4,800
18-405d-M60T, Task 15-00-00	Evansdale Police Department	\$7,800		\$7,800
18-405d-M60T, Task 16-00-00	Fort Madison Police Dept.	\$15,950		\$15,950
18-405d-M60T, Task 17-00-00	Henry County Sheriff's Office	\$16,400		\$16,400

18-405d-M60T, Task 49-00-00	Huxley Police Department	\$7,500		\$7,500
18-405d-M60T, Task 18-00-00	Iowa City Police Department	\$34,000		\$34,000
18-405d-M60T, Task 20-00-00	Iowa State Patrol (402 PT)	\$340,000		\$340,000
18-405d-M60T, Task 21-00-00	Keokuk Police Department	\$9,500		\$9,500
18-405d-M60T, Task 22-00-00	LeClaire Police Department	\$26,000		\$26,000
18-405d-M60T, Task 23-00-00	Linn County Sheriff's Office	\$40,500		\$40,500
18-405d-M60T, Task 24-00-00	Mahaska Co. Sheriff's Office	\$15,000		\$15,000
18-405d-M60T, Task 26-00-00	Mount Vernon Police Dept.	\$11,100		\$11,100
18-405d-M60T, Task 27-00-00	Muscatine Co. Sheriff's Office	\$41,500		\$41,500
18-405d-M60T, Task 28-00-00	Muscatine Police Department	\$21,900		\$21,900
18-405d-M60T, Task 29-00-00	Ottumwa Police Department	\$25,500		\$25,500
18-405d-M60T, Task 30-00-00	Polk City Police Department	\$6,400		\$6,400
18-405d-M60T, Task 31-00-00	Princeton Police Department	\$5,500		\$5,500
18-405d-M60T, Task 33-00-00	Sioux City Police Department	\$70,350		\$70,350
18-405d-M60T, Task 35-00-00	Storm Lake Police Department	\$15,000		\$15,000
18-405d-M60T, Task 37-00-00	University Heights Police Dept.	\$9,400		\$9,400
18-405d-M60T, Task 38-00-00	University of Northern Iowa	\$6,800		\$6,800
18-405d-M60T, Task 39-00-00	Walcott Police Department	\$5,000		\$5,000
18-405d-M60T, Task 40-00-00	Wapello County Sheriff's Office	\$12,500		\$12,500
18-405d-M60T, Task 41-00-00	Washington Co. Sheriff's Office	\$19,000		\$19,000
18-405d-M60T, Task 42-00-00	Waterloo Police Department	\$50,500		\$50,500
18-405d-M60T, Task 43-00-00	West Burlington Police Dept.	\$6,850		\$6,850
18-405d-M60T, Task 44-00-00	West Liberty Police Dept.	\$10,000		\$10,000
18-405d-M60T, Task 45-00-00	Windsor Heights Police Dept.	\$14,450		\$14,450
18-405d-M60T, Task 46-00-00	Winnebago Co. Sheriff's Office	\$21,000		\$21,000
18-405d-M60T, Task 47-00-00	Woodbury Co. Sheriff's Office	\$22,500		\$22,500
18-405d-M60T, Task 12-00-00	DCI Criminalistics Laboratory	\$160,000		\$160,000
18-405d-M60T, Task 19-00-00	Iowa Law Enforcement Academy	\$175,785		\$175,785
18-405d-M60T, Task 32-00-00	Prosecuting Attorney's Training Council	\$199,500		\$199,500
18-405d-M60T, Task 34-00-00	State Court Administrator's Office	\$19,000		\$19,000
18-405d-M60T, Task 56-00-00	24-7	\$40,000		\$40,000

18-405d-M60T, Task 50-00-00	High Five-To be determined.	\$10,000		\$10,000
18-405d-M60T, Task 51-00-00	High Five - Iowa State Patrol	\$50,000		\$50,000
18-405d-M60T, Task 52-00-00	High Five-To be determined.	\$10,000		\$10,000
18-405d-M60T, Task 53-00-00	High Five-To be determined.	\$10,000		\$10,000
18-405d-M60T, Task 54-00-00	High Five-To be determined.	\$10,000		\$10,000
18-405d-M60T, Task 55-00-00	High Five-To be determined.	\$10,000		\$10,000
18-405d-M60T, Task 36-00-00	The Integer Group	\$160,000		\$160,000
18-402-M0AL, Task 00-00-03	GTSB - Travel (AL)	\$2,500	\$2,500	
18-402-M0AL, Task 00-00-04	GTSB Printing/Ed. Items	\$5,000	\$5,000	
18-402-M0AL, Task 00-00-07	GTSB - Program Mgmt. (AL)	\$462,000	\$462,000	
18-405d-M60T, Task 00-00-03	GTSB Travel (RS)	\$6,000		\$6,000
18-405d-M60T, Task 00-00-06	GTSB - DRE Program Expenses	\$75,000		\$75,000
18-405d, M60T, Task 00-00-07	GTSB - ARIDE Program Expenses	\$10,000		\$10,000
	TOTAL	\$2,838,395	\$763,660	\$2,074,735

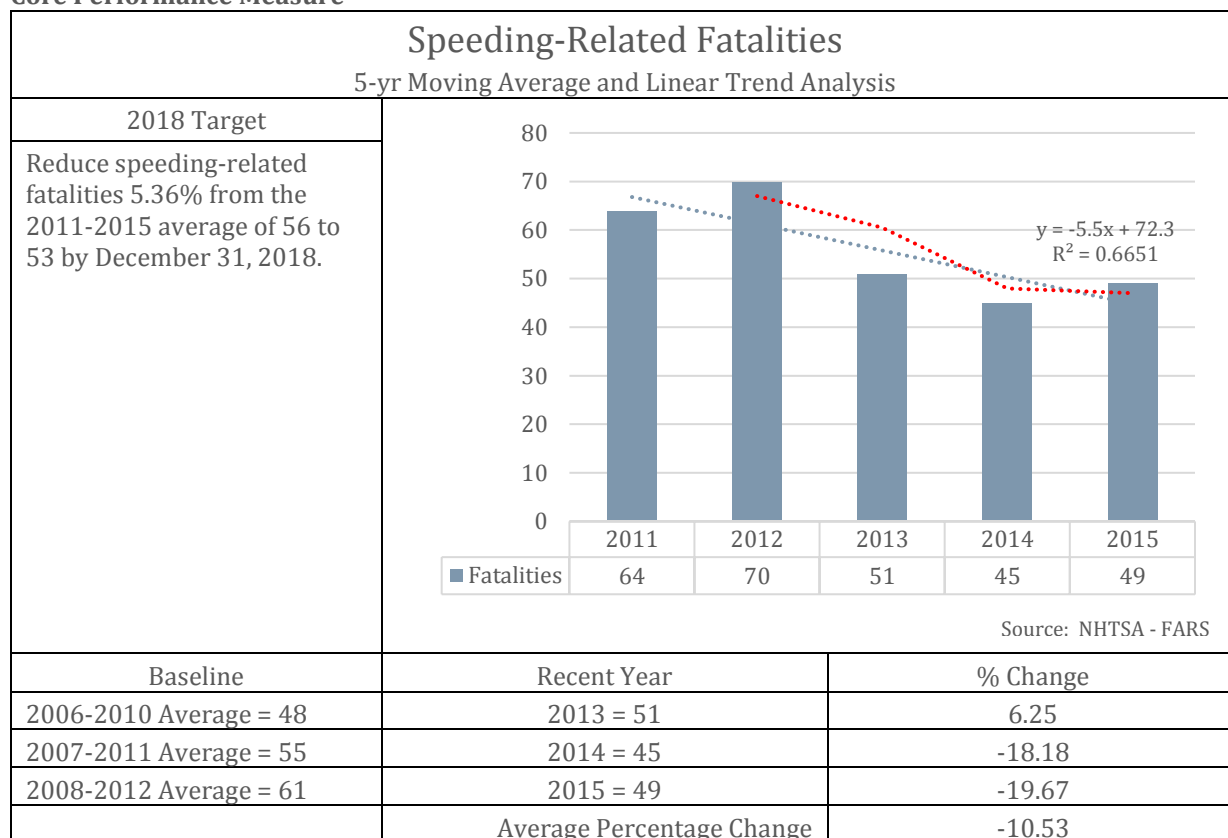
Speeding-Related Fatalities (C-6)

In 2015, speeding-related driving accounted for 15.31% of all traffic fatalities in the state of Iowa. In FFY 2018, the GTSB will contract with numerous law enforcement agencies through the state to help to combat this issue. Although some efforts may emphasize core measures such as occupant protection and impairment, agencies will also enforce other traffic violations including speed.

Iowa is fortunate to have strong partnerships with enforcement agencies who are willing to work multi-jurisdictional and corridor events. During all sTEP waves and corridor events, participating agencies are encouraged to distribute media releases to their local media outlets. The media’s involvement helps to focus on special traffic safety needs and strengthen public education efforts.

The 2016 Public Awareness/Attitude Survey included questions about speed. 44.53% of individuals surveyed indicated they thought it would be “very likely” they would receive a ticket if they drove over the speed limit. 58.21% indicated that within the past 30 days (of the survey), they read, seen, or heard about speed enforcement by any law enforcement agency.

Core Performance Measure



The average percent change from the most recent three years (2013-2015) in relation to a 5-year baseline period has been a decrease of 10.53%. If a total reduction of this magnitude is realized through 2018, compared to a baseline of the average annual fatality count for 2011-2015 (56), the fatality count expected in 2018 would be about 50. The 2016 target to reduce speeding-related fatalities 5.7% from the 2009-2013

average of 62.6 to 59 by December 31, 2016 was met. The result was a reduction of 21.73% from the 2009-2013 average of 62.6 to 49.

The GTSB has set a goal to reduce speed-related fatalities by 5.36% from the 2011-2015 average of 56 to 53 by December 31, 2018. A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2018 goal.

Safety Measures and Objectives

Safety Measure	Objective(s)
Reduce speeding-related fatalities.	Reduce speeding-related fatalities 5.36% from the 2011-2015 average of 56 to 53 by December 31, 2018.
Support high visibility enforcement/corridor events.	Through the administration of Section 402 and 405 funding, support overtime efforts to be used for high visibility enforcement.
Support the purchase of equipment that supports enforcement efforts.	Through the administration of Section 402 and 405 funding, support the purchase of GTSB-approved equipment which can be utilized to enforce speeding-related violations.

State Goals/Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Enforcement Safety Strategies

The 2017 SHSP includes high visibility enforcement within the Enforcement Safety Area. Through the administration of Section 402 and 405, funding will be provided to partner agencies to support overtime for high visibility enforcement efforts to include multi-jurisdictional events. Enforcement is needed to remind people of the laws associated with driving with the goal to discourage unsafe driving decisions which will improve overall traffic safety behaviors and culture.

Education Safety Strategies

Educating the public about traffic safety is an emphasis area within the SHSP. The focus supports the state’s aspirational goal to reduce fatalities to zero in Iowa. Through educational efforts, traffic safety partners will continue to provide information with the goal to discourage unsafe driving behaviors to ultimately improve the traffic safety culture. The GTSB will incorporate the “Zero Fatalities” logo into presentations, educational items, and media opportunities as appropriate to support the multi-media education campaign efforts identified in the SHSP.

Data Collection and Information Systems

TraCS- Traffic and Criminal Software (TraCS) is a data collection and reporting tool to streamline and automate the capture and transmission of critical traffic safety related data. The TraCS program is an initiative of the Iowa Department of Transportation (DOT) to collect data from law enforcement at the scene of a motor vehicle crash and send that data electronically to the Iowa DOT who serves as the repository for crash data. TraCS is partially funded through Section 405c. Features of TraCS includes electronic forms, data validation, case management, document workflow, data transmission, peripheral compatibility, and TraCS Web. As of April 1, 2017, 307 Iowa law enforcement agencies submit their data electronically through TraCS. These agencies represent approximately 98% of all crash submissions in the state of Iowa annually.

Crash Report Form – The most recent crash form revision was released for use by the Iowa DOT on January 1, 2015.

Crash Data – The GTSB and the Iowa DOT will continue to work with law enforcement partners regarding the importance of crash data and remind agencies to submit supplemental data, if available, to improve overall accuracy and completeness.

Reports by ITSDS/In-Trans – The services of the Iowa Traffic Safety Data Service (ITSDS) at Iowa State University provides agencies, organizations, and individuals with crash data analysis resources. ITSDS services are for individuals or entities who need to examine crash data to make decisions about funding, improving roads, implementing enforcement, writing reports and proposals, designing presentations and/or increasing traffic safety awareness. Traffic safety stakeholders are encouraged to utilize the services provided by ITSDS. For law enforcement, reports specific to their jurisdiction can help identify evidence-based problem areas in which to focus overtime efforts.

Web-Based Analytical Tool – The Iowa Department of Transportation continues the development of a web-based analytical tool (web-SAVER/ <https://saver.iowadot.gov>) which will be easily accessible for agency use. This project is included in the SHSP Data Management and Use Safety Area.

Traffic Safety Data Analysis (TSDA) Website - Through members of the Statewide Traffic Records Coordinating Committee, Iowa's TSDA website was developed and launched in the fall of 2014. Housed under the Iowa DOT's site located at www.iowadot.gov/tsda/index.html, the TSDA site includes crash, roadway, driver, vehicle, injury surveillance/EMS, and citation/adjudication data. Static reports from the six core datasets are available. Efforts are being made to continually update the TSDA site as newer data and reports become available.

Speed: Program and Budget Summary

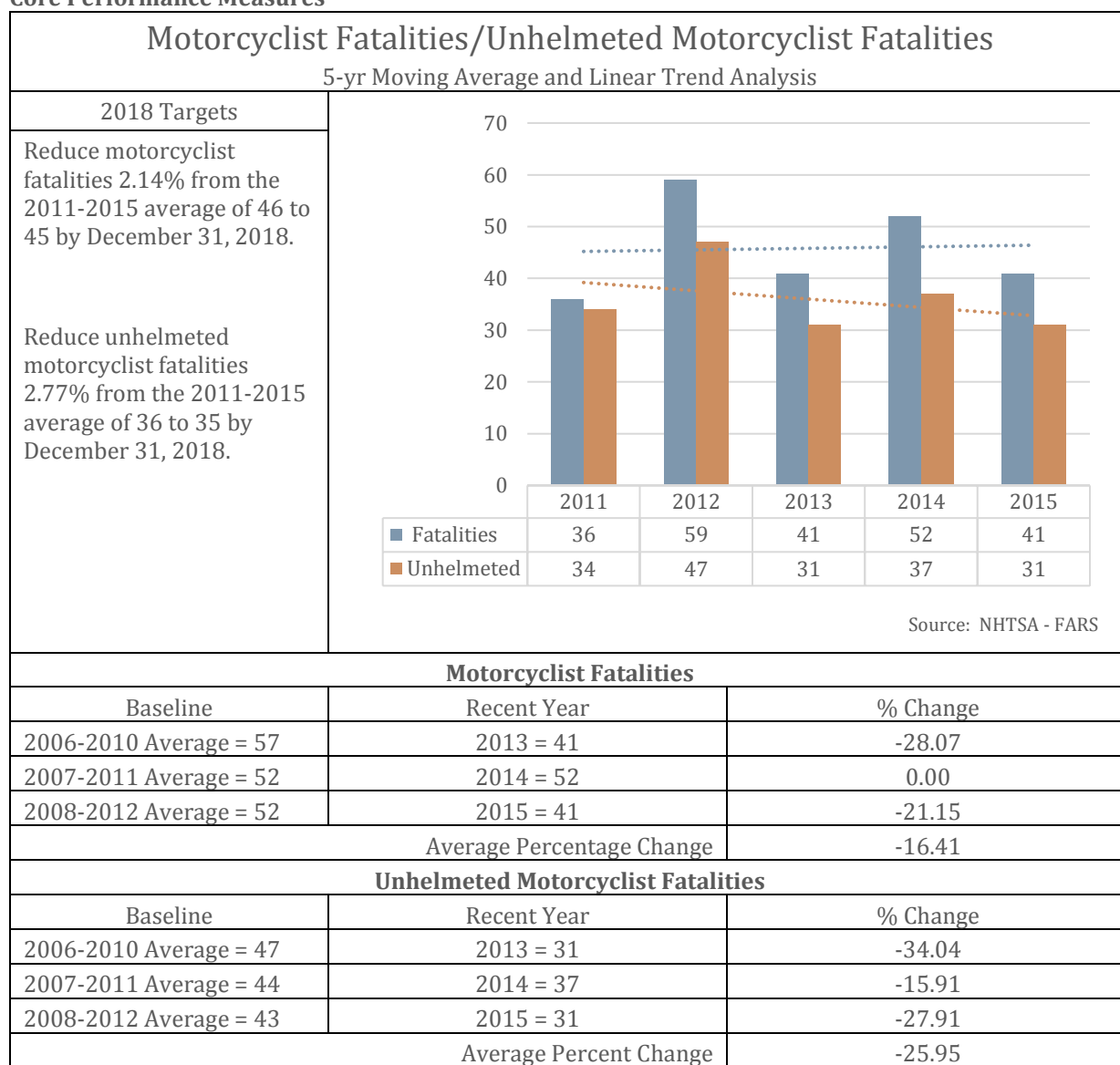
Education and enforcement conducted through Section 402 and 405, including sTEP, support the efforts to bring awareness to the dangers of speeding and to lower speed-related fatalities and serious injuries. Specific to the area of speed, funding in FFY 2018 will be utilized to support the purchase of radar and LIDAR units.

Motorcyclist Fatalities/Unhelmeted Motorcyclist Fatalities (C-7 and C-8)

Efforts by the GTSB focus on stressing to both the motorcyclist and the motoring public that each play an integral part in the role to reduce motorcyclist fatalities and injuries. There is strong support behind efforts to provide training to riders. Section 405f funding will help support vital motorcycle training. Due to Iowa's climate, the riding season is not year-around, therefore, it is important that riders take the time to sharpen their riding skills. Both beginner and advanced rider training courses are available. Motorists are also reminded to be cognizant of motorcyclists and to share the road.

The GTSB microsite, www.drivsmartiowa.com contains motorcycle safety information including previously developed public service announcements and some basic statistics.

Core Performance Measures



Motorcyclist Fatalities – The average percent change from the most recent three years (2013 - 2015) in relation to a 5-year baseline period has been a reduction of 16.41%. If a total reduction of this magnitude is realized through 2018, compared to a baseline of the average annual fatality county for 2011-2015 (46), the fatality count expected in 2018 would be about 39.

Unhelmeted Motorcyclist Fatalities – The average percent change from the most recent three years (2013-2015) in relation to a 5-year baseline period has been a reduction of 25.95%. If a total reduction of this magnitude is realized through 2018, compared to a baseline of the average annual fatality county for 2011-2015 (36), the fatality count expected in 2018 would be about 27.

Preliminary data for 2016 reflects a 46.34% increase in the number of motorcycle fatalities between 2015 and 2016. **The GTSB has set a goal to reduce motorcyclist fatalities 2.17% from the 2011-2015 average of 46 to 45 and reduce unhelmeted motorcyclist fatalities 2.77% from the 2011-2015 average of 36 to 35 both by December 31, 2018.** A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2018 goal.

Safety Measures and Objectives

Safety Measure	Objective(s)
Reduce motorcyclist fatalities.	-Reduce motorcyclist fatalities 2.17% from the 2011-2015 average of 46 to 45 by December 31, 2018. -Reduce unhelmeted motorcyclist fatalities 2.77% from the 2011-2015 average of 36 to 35 by December 31, 2018.
Educate motorcyclist and the general motoring public about motorcycle safety.	Continue to utilize previously developed public service announcements to promote motorcycle safety.
Support motorcycle rider training.	Through the administration of Section 405f funding, support the motorcycle rider education programs throughout the state, including providing rider coach training.

Sate Goals/Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Motorcycles were included in the 2017 SHSP as an emerging trend. Iowa recognized motorcycle fatalities and serious injuries continue to be a concern in the state. A coordinated effort will be made between the GTSB, Iowa DOT, and other traffic safety stakeholders to continue to support motorcycle safety.

Countermeasure

Project: Motorcycle Rider Training Courses Agency: Iowa Department of Transportation Office of Driver Services Project #: 18-405f-M9MA, Task 01-00-00 Budget: \$74,000			Risk Assessment: Medium* *History of late reporting and low use of funds.
Amt. of Match: \$14,800	Indirect Cost: N/A	Local Benefit: \$74,000	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection: The Iowa Department of Transportation, being the designated state agency having authority and jurisdiction over motorcycle safety issues pursuant to <i>Iowa Administrative Code</i> , Chapter 635, will support and enhance motorcyclist riding education. Funds will be utilized to train rider coach instructors who in turn will train motorcycle riders throughout the year. Emphasis will be on motorcyclist safety awareness and safe-driving behaviors. Rider coach candidates will also be trained. Funding will also support course reimbursement for 175 – 250 motorcycle rider education trainees.			
Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices". 8 th Edition, 2015.			
Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Motor-cycles	Motorcycle Rider Licensing and Training/Motorcycle Rider Training	Rider coaches will be trained on updated curriculum who will in turn train motorcycle rider education trainees.	★
Project Performance Measure(s): 1. Rider coaches to be trained on updated curriculum. 2. Course reimbursements will be made for up to 250 motorcycle rider education trainees.			

Motorcycle Safety: Program and Budget Summary

Project #	Project Name/Agency	Budget	Budget Source 405f
18-405f-M9MA, Task 01-00-00	Iowa Department of Transportation	\$74,000	\$74,000
	TOTAL	\$74,000	\$74,000

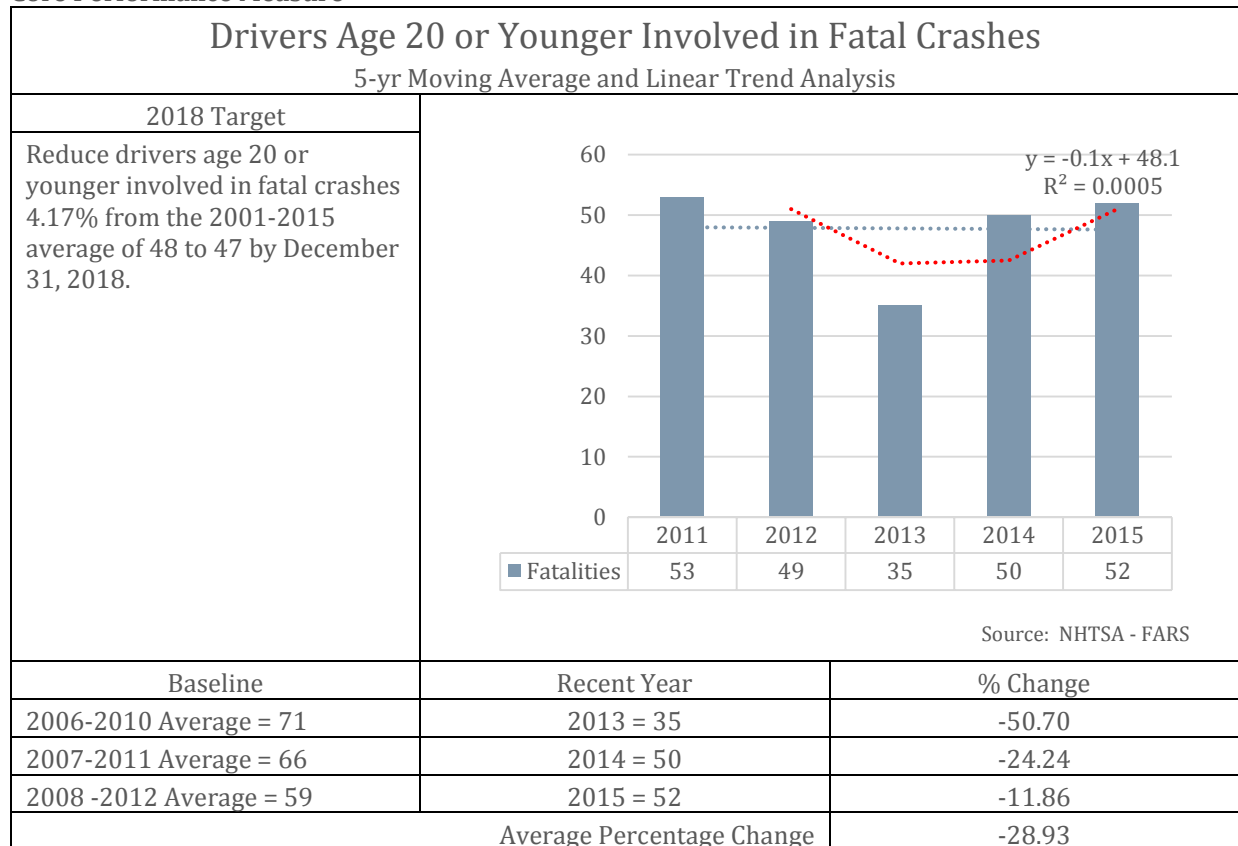
Drivers Age 20 or Younger Involved in Fatal Crashes/Teen Traffic Safety Program (C-9)

Traffic crashes remain the number one reason for death among teens nationwide. Upon reviewing 5 years of data, the trend line remains level. 2013 may be considered an anomaly as the remaining 4 years averaged around 51.

One of the most popular and effective programs conducted by the GTSB that focuses primarily on teen drivers is a desk-top driving simulator program. The simulator program is a way to provide a hands-on experience. The simulator is a valuable way for participants to understand how driving behaviors affect reaction times and senses. While using the simulator, “role-playing”/conversations occur with the students and the participants are distracted by either a phone call or a text message. Fatal vision goggles are also incorporated to provide for an experience in a controlled environment of the effects of impaired driving.

Social media will also be utilized throughout the year. Social media is a popular way to convey information especially among youth. Social media allows for the integration of technology, social interaction, and to communication in “real time”. The GTSB actively posts traffic safety information on Facebook and Twitter.

Core Performance Measure



The average percent change from the most recent three years (2013-2015) in relation to a 5-year baseline period has been a reduction of 28.93%. If a total reduction of this magnitude is realized through 2018,

compared to a baseline of the average annual fatality count for 2011-2015 (48), the fatality count expected in 2018 would be about 35.

The GTSB has set a goal to reduce drivers age 20 or younger involved in fatal crashes 4.17% from the 2011-2015 average of 48 to 46 by December 31, 2018. A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2016 goal.

Safety Measures and Objectives

Safety Measure	Objective(s)
Educate young drivers about traffic safety and the perils of poor driving decisions.	-Continue the GTSB driving simulator program. -Mercy Medical Center Foundation (Section 405d) will support a program entitled “Reality Education Alcohol Prevention” (REAP) at schools throughout the Sioux City area and outlying rural school districts. -Creative Visions to expand their efforts in the area of teen safety.

State Goals/Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Education Safety Strategies

Educating the public about traffic safety is an emphasis area within the SHSP. The focus supports the state’s aspirational goal to reduce fatalities to zero in Iowa. Through educational efforts, traffic safety partners will continue to provide information with the goal to discourage unsafe driving behaviors to ultimately improve the traffic safety culture. The GTSB will incorporate the “Zero Fatalities” logo into presentations, educational items, and media opportunities as appropriate to support the multi-media education campaign efforts identified in the SHSP.

Countermeasures

Project: Teen Traffic Safety Program Agency: Creative Visions Project #: 18-402-M0TSP, Task 01-00-00 Budget: \$15,000			Risk Assessment: Medium* (*Difficult to get the program started. New personnel.)
Amt. of Match: \$3,000	Indirect Cost: N/A	Local Benefit: \$0.00	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection: Creative Visions, Inc., is a Des Moines based community outreach organization which includes a traffic safety program among other programs and services. The Traffic Safety Program is a joint project with the Governor’s Council. The program utilizes a mentoring team, and is designed to promote traffic safety by making the community aware of the dangers of driving while distracted or impaired, and injuries or fatalities resulting from the improper use of safety belts. While the overall traffic safety message is aimed at all drivers, the program places emphasis on minority youths and young adult drivers in urban areas. Creative Visions provides			

traffic safety awareness, positive peer interaction and mentoring among youths to promote safe driving practices and positive behaviors.

Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015.

Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Alcohol- & Drug- Impaired Driving	Underage Drinking and Drinking and Driving/Youth Programs	All programs provided by Creative Visions are targeted toward drivers age 20 and younger.	★★
Seat Belts and Child Restraints	Communications and Outreach/Strategies for Low-Belt-Use Groups	The programs conducted by Creative Visions are developed for a cross-section of the younger population and cover low-belt use groups within minority populations.	★★★★★ (For programs supporting enforcement.)
	Communications and Outreach/Strategies for Older Children	All programs provided by Creative Visions are targeted toward drivers age 20 and younger.	★★★
Distracted & Drowsy Driving	Communications and Outreach/Strategies for Older Children	All programs provided by Creative Visions target drivers 20 and younger.	★

Project Performance Measure(s):

1. Report the activities conducted and the approximate number of teens involved.
2. Pre-and post-evaluations on knowledge.

Drivers Age 20 or Younger/Teen Traffic Safety Program: Program and Budget Summary

Project #	Project Name/Agency	Budget	Budget Source 402
18-402-M0TSP, Task 01-00-00	Creative Visions	\$15,000	\$15,000
	TOTAL	\$15,000	\$15,000

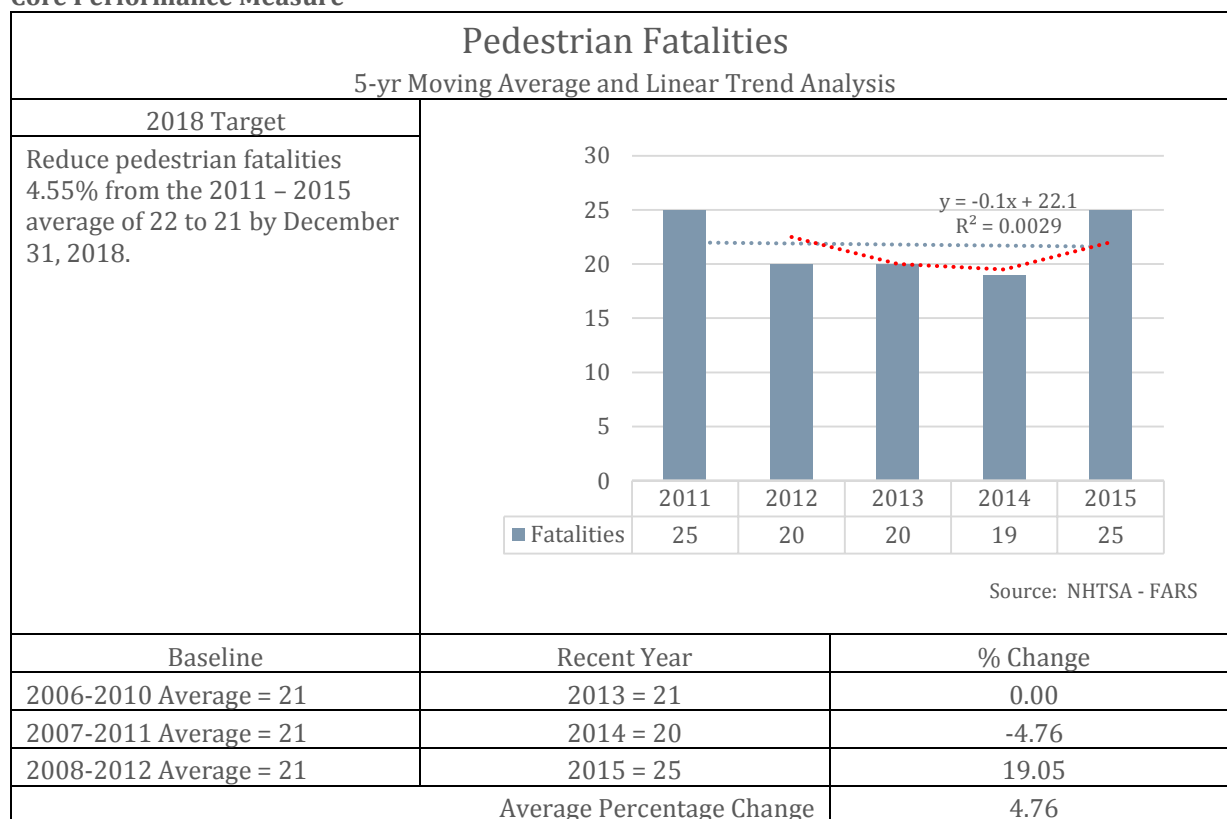
Pedestrian Fatalities (C-10)

Pedestrian countermeasures conducted in Iowa include both enforcement and education. From a safety standpoint pedestrians need to understand even though they are walking or running they still have the same responsibility to obey traffic laws which motorists are subject to. However, under Iowa law, motorists are to yield to pedestrians at all times.

Between 2014 and 2015 Iowa recorded a 31.58% increase in pedestrian fatalities. In 2014 there were 19 pedestrian fatalities and 25 in 2015.

In FFY 2018, GTSB Program Administrators will work with law enforcement agencies within communities which have had pedestrian-related fatalities and serious injuries over the past three years. Those agencies will be encouraged to include pedestrian crossing enforcement and education about pedestrian safety in their efforts.

Core Performance Measure



The average percent change from the most recent three years (2013-2015) in relation to a 5-year baseline period has been an increase of 4.76%. If a total increase of this magnitude is realized through 2018, compared to a baseline average annual fatality count for 2011-2015 (22), the fatality count expected in 2018 would remain around 21. When dealing with fairly small numbers and data which are considered variable, it is difficult to utilize baseline calculations.

The FFY 2016 goal was not met due to an increase in pedestrian fatalities in 2015; therefore, a more conservative goal for FFY 2018 was set.

The GTSB has set a goal to reduce the number of pedestrian fatalities 4.55% from the 2011-2015 average of 22 to 21 by December 31, 2018. A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2018 goal. The goal represents minimal improvement over current levels.

Safety Measures and Objectives

Safety Measure	Objective(s)
Reduce pedestrian fatalities.	Reduce pedestrian fatalities 4.55% from the 2011-2015 average of 22 to 21 by December 31, 2018.
Increase enforcement efforts.	Through the administration of Section 402 funding, encourage grantees to enforce pedestrian crossing violations, especially in communities which have experienced pedestrian fatalities over the past three years.
Provide education about pedestrian safety.	-Encourage enforcement partners to include information about pedestrian safety in their enforcement efforts. -Include information about pedestrian safety on the GTSB website and the GTSB microsite www.drivesmartiowa.com .

State Goals/Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Education Safety Strategies

Through the 2017 SHSP development process, pedestrian fatalities did not represent a high occurrence so such strategies were not listed as an emphasis area. Iowa does recognize pedestrian fatalities have fluctuated over the past years and that educational efforts must continue to be implemented as a strategy to reduce fatalities and serious injuries.

Pedestrian: Program and Budget Summary

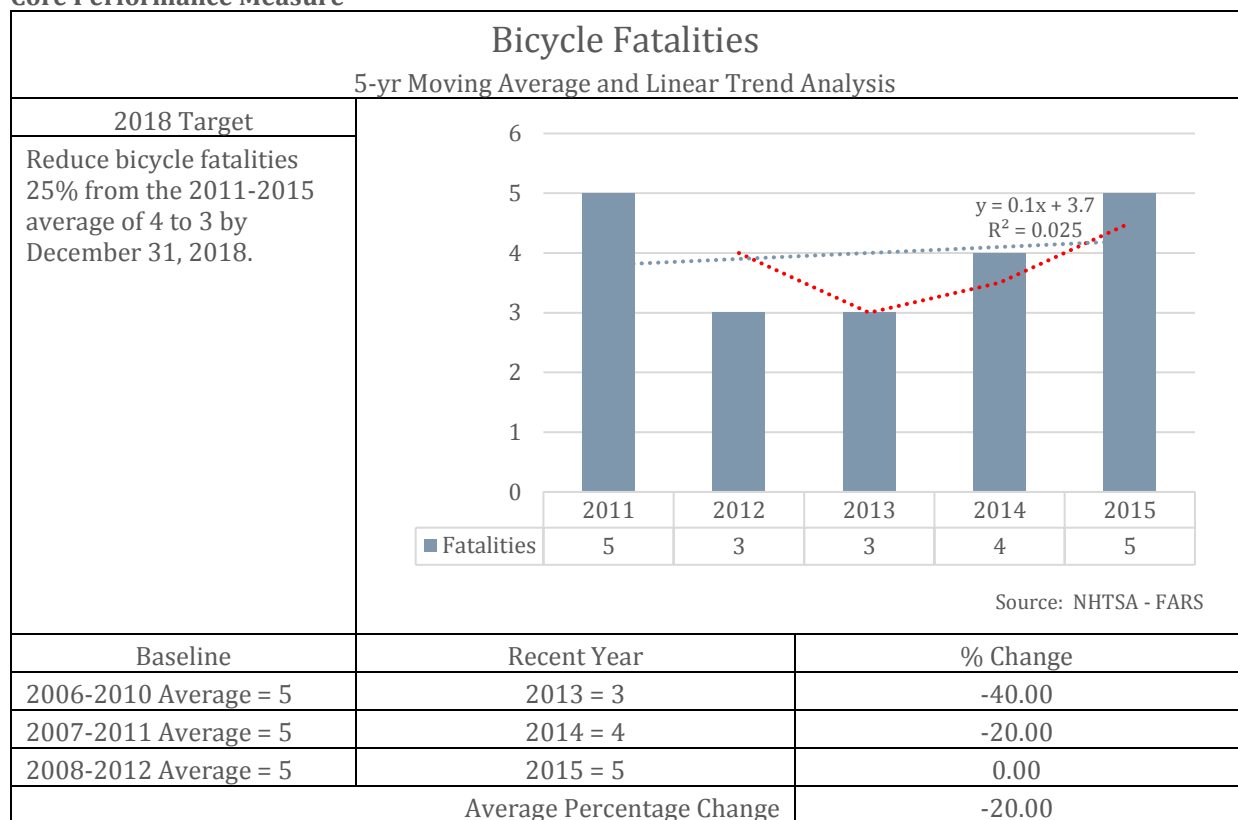
Iowa does not have programs specifically utilizing pedestrian safety funding. The GTSB, however, recognizes the importance of pedestrian safety and will work with law enforcement agencies through the state to encourage stepped-up enforcement at pedestrian crossings and to speak about pedestrian safety in presentations and other educational events.

Bicycle Fatalities (C-11)

Bicycling continues in popularity as a form of entertainment and as a low-cost transportation option. Although there are many well-maintained bicycle trails in the state, bicyclists do have a right to utilize Iowa's roadways. Under Iowa law, a bicyclist has to follow the same rules and laws as do motorists. Many cities now include bicycle lanes in their street designs. It is important, however, for motorists to be extra vigilant when bicyclists are in the traffic mix. Bicyclists must obey traffic signs and signals to help motorists know of their intentions. If a motorist is in doubt, they must yield to the bicyclist.

Over the past five years (2011-2015) there have been 20 bicyclist fatalities. GTSB funded projects encourage the use of bicycle helmets, and in 2016, the University of Iowa, Injury Prevention Research Center started research involving a descriptive analyses of the charges and convictions related to bicycle-motor vehicle crashes.

Core Performance Measure



The average percent change from the most recent three years (2013-2015) in relation to a 5-year baseline period has been a reduction of 20%. When dealing with small numbers and data which is considered variable, it is difficult to utilize baseline calculations.

The GTSB has set a goal to reduce bicycle fatalities 25% from the 2011-2015 average of 4 to 3 by December 31, 2018. A 5-year moving average, 5-year linear trend, and the average percent change in the

most recent three years was analyzed to set the FFY 2018 goal. The goal represents at minimal improvement over current levels.

Safety Measures and Objectives

Safety Measure	Objective(s)
Reduce bicycle fatalities.	Reduce bicycle fatalities 25% from the 2011-2015 average of 4 to 3 by December 31, 2018.
Conduct bicycle helmet usage surveys.	In the communities where bicycle helmets are distributed, conduct a pre- and post-event survey to determine the effectiveness of the educational materials and the distribution program.
Encourage all bicycle riders to wear helmets.	Purchase and distribute approximately ____ bicycle helmets as requested at community events through the state.
Continue research with an emphasis on bicycle-motor vehicle crashes.	Through the administration of Section 405c funding, continue to support the efforts of the University of Iowa, Injury Prevention Research Center in the research being conducted involving a descriptive analysis of the charges and convictions related to bicycle-motor vehicle crashes.

State Goals/Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Education Safety Strategies

Through the 2017 SHSP development process, bicyclist fatalities did not represent a high occurrence so bicyclists were not listed as a major emphasis area. Iowa recognizes bicyclist fatalities have fluctuated over the past years and that educational efforts must continue to be implemented to reduce fatalities and serious injuries.

Policy Safety Area

The 2017 SHSP identified that numerous reports have been undertaken by the University of Iowa on bicycle-pedestrian traffic safety issues. One of these reports discussed an issue that came up during the most recent legislative session; the issue of safe passing distances of bicyclists on the roadway.

Countermeasure

Project: Bicycle Helmet Distribution and Usage Surveys Agency: Unity Point Hospital Project #: 18-402-MOPS, Task 01-00-00 Budget: \$9,000			Risk Assessment: Low
Amt. of Match: \$1,800	Indirect Cost: N/A	Local Benefit: \$9,000	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection: Unity Point Hospital will manage a bicycle helmet distribution project. The project is considered a three-pronged approach: 1) Offer no-cost and low-cost helmets statewide to communities and individuals in need; 2) Provide safety curriculum kits statewide, and 3) Participate in community events to provide helmet fittings, helmet and reflector distribution, bike rodeo support and supplemental education.			

Funding will be used to purchase helmets for rural communities, communities and agencies in need, and children in need and for bike reflectors which are included in curriculum kits to be used at bike rodeos and community events.			
Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8 th Edition, 2015.			
Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Bicycle	Children/Bicycle Safety Education for Children	Distribute bicycle helmets and information at special community events.	★★
	All Bicycles/Promote Bicycle Helmet Use with Education	Distribute bicycle helmets and information at special community events.	★★
Problem Performance Measure(s):			
1. Utilize the Observational Survey of Helmet Use pre- and post-test surveys to measure helmet usage. Collect data including the number of helmets and reflectors purchased and distributed, number of curriculum kits distribute, and the number of community events attended and report to the GTSB.			

Bicycle: Program and Budget Summary

Project #	Project Name/Agency	Budget	Budget Source 402
18-402-MOPS, Task 01-00-00	Unity Point Hospital	\$9,000	\$9,000
	TOTAL	\$9,000	\$9,000

Roadway Safety Area

Iowa recognizes engineering as an important component to an effective traffic safety program. Section 402/Roadway Safety funding allows for collaborative statewide efforts in regard to traffic safety. Projects funded by Section 402/Roadway Safety are coordinated through the Iowa Department of Transportation, Office of Traffic and Safety.

Core Performance Measures

Performance measures will primarily focus on the number of trainings and the number of individuals trained in the Safety Circuit Rider programs and the number of agencies and roadway safety analyses completed through the Traffic Engineering Assistance Program.

Safety Measures and Objectives

Safety Measure	Objective(s)
Assist local engineers in identifying roadway safety problems.	Analyze road systems in a minimum of _____ different communities. Make engineering-related recommendations.
Support multi-disciplinary/collaborative traffic safety efforts.	-Continue the High Five Rural Traffic Safety Project where roadway safety audits are conducted in the identified counties and recommendations are made regarding low-cost engineering improvements. -Continue to support the MDST programs throughout the state.

State Goals/Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Engineering Safety Strategies

Engineering safety strategies identified within the State Strategic Highway Safety Plan are supported by the Safety Circuit Rider and Traffic Engineering Assistance Program (TEAP) initiatives. Both Safety Circuit Rider and TEAP provide education and support to engineers at the city and county level where typically the resources are not available to identify solutions to the traffic safety issues communities may be experiencing. The SHSP specifically identifies lane departure-related strategies and intersection-related strategies.

Data Collection and Information Systems

Iowa's traffic records system contains an abundance of data that can be utilized to determine problems and can support the corrective actions and recommendations made in engineering and enforcement efforts. Over the past several years, the Roadway System database has been populated with intersections and interchange data, which were both new data elements.

Web-Based Analytical Tool – The Iowa Department of Transportation continues the development of a web-based analytical tool (web-SAVER/ <https://saver.iowadot.gov>) which will be easily accessible for agency use. This project is included in the SHSP Data Management and Use Safety Area.

Countermeasures

Project: Safety Circuit Rider Agency: Iowa Department of Transportation, Office of Traffic and Safety Project #: 18-402-MORS, Task 01-00-00 Budget: \$60,000			Risk Assessment: Low
Amt. of Match: \$12,000	Indirect Cost: N/A	Local Benefit: \$60,000	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection: The engineering and city/county agency staff training contract supports the Local Technical Assistance Program (LTAP) – Safety Circuit Rider, managed through Iowa State University, Institute for Transportation. The LTAP Safety Circuit Rider Program develops, leads, and instructs transportation-related training and workshop events as well as conducts outreach for city, county, and other agencies throughout the state. The Safety Circuit Rider leads the development of a series of multi-disciplinary safety workshops, supports, and assists with city/county and regional multi-disciplinary safety teams with members, and creates/applies multi-disciplinary teams for roadway safety assessments when request by local agencies. These efforts involve outreach and partnerships, collaboration, and involvement of the E’s of roadway safety. Funding will provide for a Safety Circuit program to assist local engineers and local agency staff through a variety of safety-related trainings throughout the state. The Safety Circuit Rider Program is designed to provide safety-related information, training, and support to agencies responsible for local roadway safety. The position also provides safety-related technical assistance to the general public, engineers, enforcement, etc., and crash data summary interpretations when requested. The Safety Circuit Rider Program also plays an integral part in the state’s Fall Safety Workshops which provide a platform for enforcement, engineering and maintenance personnel to come together for training in a multi-disciplinary manner. Through such collaboration and training, safety-related policies, such as the statewide quick clearance policies have been developed.			
Assessment of Traffic Safety Strategies: The partnerships created amongst traffic safety stakeholders is a critical component in the overall success of traffic safety efforts. Engineering safety strategies are identified within the State Strategic Highway Safety Plan. NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices”, 8 th Edition, 2015, does not contain an area specific to roadway safety/engineering. This project was given a four star effectiveness rating based on the importance of partnerships which in turn support strategies identified in the Countermeasures Guide. ★★★★★			
Project Performance Measure(s): 1. Flagger training to be conducted and reported throughout the funded year. 2. Work zone safety training to be conducted and reported throughout the funded year.			

Project: Multi-Disciplinary Safety Teams (MDSTs) Agency: Iowa Department of Transportation, Office of Traffic and Safety Project #: 18-402-MORS, Task 02-00-00 Budget: \$20,000			Risk Assessment: Medium* (*Minimal number of claims submitted.)
Amt. of Match: \$4,000	Indirect Cost: N/A	Local Benefit: \$20,000	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection: Funding will provide for services to assist partners in the formation, development, and continuation of local multi-disciplinary safety teams (MDSTs). The structure of the MDST program allows for the			

<p>expertise and knowledge of traffic safety professionals to be shared through collaborative means to discuss traffic safety problems and strategies in specific areas of the state. MDST programs allow for the collaboration of enforcement, education, engineering, and EMS and establishes a forum in which participants understand their part of traffic safety and how it coordinates with other areas represented on the team. Funding will allow for initial meetings between key partners for the development of MDSTs throughout the state.</p>
<p>Assessment of Traffic Safety Strategies: Partnerships between traffic safety stakeholders are critical for the overall success of traffic safety efforts. NHTSA's "Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 8th Edition, 2015, does not contain an area specific to roadway safety/engineering. This project was given a four star effectiveness rating based on the importance of partnerships which in turn support strategies identified in the Countermeasures Guide. ★★★★★</p>
<p>Project Performance Measure(s):</p> <ol style="list-style-type: none"> 1. Hold a minimum of 12 MDST Advisory Team meetings during the funded year. 2. Continue to build the MDST website.

<p>Project: Traffic Engineering Assistance Program (TEAP) Agency: Iowa Department of Transportation, Office of Traffic and Safety Project #: 18-402-MORS, Task 03-00-00 Budget: \$100,000</p>			<p>Risk Assessment: Medium* (*The GTSB continues to work with the grantee to submit more detailed documentation of grant activity.)</p>
<p>Amt. of Match: \$20,000</p>	<p>Indirect Cost: N/A</p>	<p>Local Benefit: \$100,000</p>	<p>Maintenance of Effort: N/A</p>
<p>Problem Identification, Strategy Development, and Project Selection: The Traffic Engineering Assistance Program (TEAP) grant provides traffic and safety expertise to counties and smaller cities in Iowa that do not have the resources to justify a full-time traffic engineering staff. Through TEAP, traffic engineering analyses are conducted of high crash locations and corrective measures are developed to reduce the number and severity of traffic crashes. The analysis of roadway-related crash information applies engineering principles in identifying highway design and/or safety operations improvements that will address the crash problem. The studies foster an ongoing dialogue among all disciplines of traffic safety including engineers, enforcement, and traffic data professionals, which in turn promotes a multi-disciplinary approach to addressing highway safety issues which focus on comprehensive solutions to identified problems. Operational improvements include the coordination and consideration of law enforcement such as detour routes and law enforcement cross-overs. Studies and recommendations also consider statewide quick-clearance policies. This program will allow the Iowa DOT to have two consultants on-call to do traffic engineering studies as well as a consultant to perform roundabout reviews for all sized communities. Traffic engineer consultants will conduct interviews with local stakeholders, gather roadway, crash, and enforcement data, analyze information, and identify cost-effective traffic safety and operational improvements. Each TEAP study involves the community and all interested parties, analysis of current conditions, identification and recommendation of improvements, and identification of potential funding sources to help guide local governments toward implementation. TEAP studies may be requested by unites of government based on input from elected officials, enforcement personnel, engineering staff, and/or citizens.</p>			
<p>Assessment of Traffic Safety Strategies:</p>			

Partnerships between traffic safety stakeholders, including local engineers, are critical for the overall success of traffic safety efforts. NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices”, 8th Edition, 2015, does not contain an area specific to roadway safety/engineering. This project was given a four star effectiveness rating based on the importance of partnerships which in turn support strategies identified in the Countermeasures Guide. ★★★★★

Project Performance Measure(s):

1. Analyze a minimum of 18 road systems to identify problems and recommend corrective actions.
2. Provide expertise to local governments in regard to need assistance.

Roadway Safety: Project and Budget Summary

Project #	Project Name/Agency	Budget	Budget Source 402
18-402-MORS, Task 01-00-00	Iowa Department of Transportation, Safety Circuit Rider	\$60,000	\$60,000
18-402-MORS, Task 02-00-00	Iowa Department of Transportation, MDSTs	\$20,000	\$20,000
18-402-MORS, Task 03-00-00	Iowa Department of Transportation, TEAP	\$100,000	\$100,000
TOTAL		\$185,000	\$185,000

Police Traffic Services

Law enforcement partners throughout the state play a significant role in the goal to change driving behaviors to ultimately reduce the number of deaths, serious injuries, and property damage occurring on Iowa roadways. Agencies supported through Section 402/Police Traffic Services will utilize funding for high visibility enforcement and educational efforts. Efforts support statewide goals as identified in the state Strategic Highway Safety Plan. NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 8th Edition, 2015, identifies high visibility enforcement as being effective. Increased enforcement is a way to deter and address unsafe driving behaviors and to encourage voluntary compliance with traffic laws.

Core Performance Measures

The same data pertaining to NHTSA’s core outcome measures was utilized to set the state’s collaborative long-range goal to reduce fatalities and serious injuries 15% by the year Section 402/Police Traffic Services funding supports efforts in all areas of traffic safety including speed, impaired driving, distracted driving, and occupant protection.

Safety Measures and Objectives

Safety Measure	Objective(s)
Support high visibility enforcement efforts.	-Through the administration of Section 402 Police Traffic Services, provide overtime funding to support enforcement efforts. -Through Section 402 Police Traffic Services, provide funding for agencies to purchase NHTSA/GTSB approved equipment.
Law enforcement agencies to provide educational/awareness programs to the public about traffic safety-related issues.	Agencies receiving Section 402 Police Traffic Services will be required to conduct a minimum of 12 public education/awareness programs or events related specifically to traffic safety during funding period.
Conduct and report observational seat belt surveys.	Agencies receiving Section 402 Police Traffic Services funding will be required to conduct observational occupant protection surveys during March and August.

State Goals/Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

High Visibility Enforcement

High visibility enforcement is included in the Enforcement Safety Area of the 2017 SHSP. Funding through Section 402 Police Traffic Services will support overtime for high visibility and multi-jurisdictional enforcement efforts. Speed, impaired driving, safety belt violations and other traffic violations will be addressed through these enforcement efforts. Enforcement presence helps to deter unsafe driving behaviors.

Education Safety Strategies

Education is identified as a primary emphasis area in the 2017 SHSP. Iowa has an aspirational goal of “Zero Fatalities”, and as such has adopted the “Zero Fatalities” logo as a statewide collaborative initiative

supported through the SHSP. The GTSB and funded partners will incorporate the “Zero Fatalities” logo into presentation, educational materials, and public service announcement as appropriate to support the multi-media education campaign effort identified in the SHSP.

Data Collection and Information Systems

TraCS – Traffic and Criminal Software (TraCS) is a data collection and reporting tool to streamline and automate the capture and transmission of critical traffic safety related data. The TraCS program is a project of the Iowa Department of Transportation to collect data from law enforcement at the scene of a motor vehicle crash. The data is then sent electronically to the Iowa Department of Transportation who serves as the repository for crash data. TraCS is partially funded through Section 405c. Features of TraCS include electronic forms, data validation, case management, document workflow, data transmission, peripheral compatibility and TraCS Web. As of March 31, 2017, 307 law enforcement agency submit their data electronically through TraCS. These agencies represent approximately 98% of all crash submissions in the state annually.

Crash Report Form – On January 1, 2015, the Iowa Department released a revised crash report form electronically to agencies utilizing TraCS to submit crash data. Smaller agencies who still provide paper submittals were provided paper versions. The revised crash form included additional fields; thus allowing for more complete data.

Crash Data – The GTSB and the Iowa Department of Transportation will continue to work with law enforcement partners on the importance of crash data. Specific areas of concentration will include ensuring reports are submitted to provide belt usage and laboratory results for alcohol and drug usage. Reports by ITS/In-Trans – The services of the Iowa Traffic Safety Data Servicer (ITS/In-Trans) at Iowa State University provide agencies, organizations, and individuals with crash data analyses resources. ITS/In-Trans services are for individuals or entities who need to examine crash data to make decisions about funding, improving roads, implementing enforcement, writing reports and proposals, designing presentations, or increasing traffic safety awareness. Traffic safety stakeholders are encouraged to utilize the services provided by ITS/In-Trans. Specifically for law enforcement, reports can be customized for a particular jurisdiction which can support evidence-based enforcement efforts.

Web-Based Analytical Tool – The Iowa Department of Transportation continues the development of a web-based analytical tool (web-SAVER/ <https://saver.iowadot.gov>) which will be easily accessible for agency use. This project is included in the SHSP Data Management and Use Safety Area.

Traffic Safety Data Analysis (TSDA) Website - Through members of the Statewide Traffic Records Coordinating Committee, Iowa’s TSDA website was developed and launched in the fall of 2014. Housed under the Iowa Department of Transportation’s site located at www.iowadot.gov/tsda/index.html, the TSDA site includes crash, roadway, driver, vehicle, injury surveillance/EMS, and citation/adjudication data. Static reports from the six core datasets are available. Efforts are being made to continually update the TSDA site as newer data and reports become available.

Countermeasures

Project: Law Enforcement/HVE - 402/Police Traffic Services			
Agency	Project#	Risk Asses.	Budget
Altoona Police Department	18-402-MOPT, Task 01-00-00	Low	\$19,450
Ankeny Police Department	18-402-MOPT, Task 02-00-00	Low	\$45,500
Bettendorf Police Department	18-402-MOPT, Task 03-00-00	Medium*	\$45,000
Burlington Police Department	18-402-MOPT, Task 04-00-00	Low	\$15,700
Coralville Police Department	18-402-MOPT, Task 06-00-00	Low	\$27,500
Des Moines Co. Sheriff's Office	18-402-MOPT, Task 07-00-00	Low	\$10,000
Des Moines Police Department	18-402-MOPT, Task 08-00-00	Low	\$179,600
Eldridge Police Department	18-402-MOPT, Task 09-00-00	Low	\$10,500
Ft. Dodge Police Department	18-402-MOPT, Task 10-00-00	Low	\$34,500
Johnson Co. Sheriff's Office	18-402-MOPT, Task 12-00-00	Low	\$26,000
Knoxville Police Department	18-402-MOPT, Task 13-00-00	Low	\$11,780
Lee Co. Sheriff's Office	18-402-MOPT, Task 14-00-00	Low	\$22,500
Newton Police Department	14-402-MOPT, Task 15-00-00	Low	\$11,400
North Liberty Police Dept.	18-402-MOPT, Task 16-00-00	Low	\$13,400
Norwalk Police Department	18-402-MOPT, Task 17-00-00	Low	\$20,000
Oskaloosa Police Department	18-402-MOPT, Task 18-00-00	Low	\$35,800
Perry Police Department	18-402-MOPT, Task 19-00-00	Medium*	\$11,050
Pleasant Hill Police Department	18-402-MOPT, Task 20-00-00	Low	\$17,000
Polk County Sheriff's Office	18-402-MOPT, Task 21-00-00	Medium*	\$28,250
Urbandale Police Department	18-402-MOPT, Task 23-00-00	Low	\$20,300
Waukee Police Department	18-402-MOPT, Task 24-00-00	Medium*	\$15,000
TOTAL			\$62,230
*Bettendorf Police Department - Late reporting. Perry Police Department - OK performance under previous 405d grant. Polk County Sheriff's Office - Low overtime used. Waukee Police Department - Newer GTSB contact.			
Amt. of Match: \$122,446	Indirect Cost: N/A	Local Benefit: \$612,230	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection: Enforcement agencies funded through Section 402 Police Traffic Services will direct efforts in all areas of traffic safety to include occupant restraints, impaired driving, and speed. Enforcement deployment will be determined by data in regard to problematic times and locations. Grantees will be required to conduct a minimum of two special traffic enforcement projects with one being conducted at night. A minimum of twelve (12) public information/education activities will be conducted and will be aimed at improving driving behaviors. Grantees will also be required to conduct observational seat belt surveys in March and August. Funding will allow law enforcement grantees to purchase GTSB-approved equipment including DPS-approved preliminary breath testers (PBTs), LIDAR, speed trailers and in-car video cameras. Some grantees will also receiving funding for educational materials containing a GTSB-approved traffic safety message and funding to attend traffic safety-related training opportunities. All agencies funded through Section 402 Police Traffic Services were determined through the annual Problem Identification process and fall within counties within the "Top 22" problematic counties. In FFY 2018, a total of 25 law enforcement agencies will be funded through section 402 Police Traffic Services.			
Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8 th Edition, 2015.			

Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Seat Belts & Child Restraints	Seat Belt Use Laws/State Primary Enforcement Belt Use Laws	Law enforcement agencies will enforce Iowa's primary safety belt laws during overtime efforts.	★★★★★
	Seat Belt Law Enforcement/Short-Term High Visibility Seat Belt Law Enforcement	Law enforcement agencies will be encouraged to participate in national mobilization periods.	★★★★★
	Seat Belt Law Enforcement/Combined Enforcement, Nighttime	Section 402 Police Traffic Services funding will be utilized to support overtime enforcement efforts.	★★★★★
	Seat Belt Law Enforcement/Sustained Enforcement	Section 402 Police Traffic Services funding will be utilized to support overtime enforcement efforts.	★★★★
	Communications and Outreach/Strategies for Low-Belt use Groups	Enforcement agencies funded through Section 402 Police Traffic Services will be required to conduct two observational safety belt usage surveys throughout the year; March and August. Such results will be used to help identify low-belt use areas.	★★★★★ For programs supporting enforcement.
	Communications and Outreach/Supporting Enforcement	Grantees are encouraged to work with local media to convey the importance of safety belt usage and for support of enforcement efforts.	★★★★★
Alcohol- and Drug-Impaired Driving	Deterrence: Enforcement/High Visibility Saturation Patrols	Section 402 Police Traffic Services funding will support overtime funding for law enforcement agencies to conduct high visibility enforcement efforts.	★★★★★
	Deterrence: Enforcement/Preliminary Breath Test Devices (PBTs)	Section 402 Police Traffic Services funding will be utilized to purchase PBTs to support enforcement efforts.	★★★★★
	Underage Driving and Drinking and Driving/Minimum Drinking Age 21 Laws	Section 402 Police Traffic Services funding will support overtime efforts to enforce minimum age drinking laws.	★★★★★
	Drug-Impaired Driving/Enforcement of Drug-Impaired Driving	Section 402 Police Traffic Services funding will support overtime efforts focusing on impairment. Agencies are encouraged to utilize DRE certified officers for drug-impairment evaluations.	★★★★
	Drug-Impaired Driving/Drug-Impaired Driving Laws	DRE officers are trained and certified to conduct evaluations on drivers suspected of being impaired by drugs.	★

Speeding & Speed Management	Laws/Speed Limits	Section 402 Police Traffic Services funding will support overtime efforts focusing on speed limit enforcement.	★★★★★★ When enforced and obeyed.
	Enforcement/High Visibility Enforcement	Section 402 Police Traffic Services funding will help support overtime funding for short-term high visibility enforcement efforts.	★★
	Enforcement/Other Enforcement Methods	Section 402 Police Traffic Services Funding will support enforcement effort through the purchase of equipment such as in-car video cameras, LIDARS, and speed trailers.	★★
	Communications and Outreach/Public Information Supporting Enforcement	Agencies receiving Section 402 Police Traffic Services funding will be encouraged to work with local media and participate and/or provide educational awareness activities.	★★★
Young Drivers	Traffic Law Enforcement/Enforcement of GDL and Zero-Tolerance Laws	Section 402 Police Traffic Services finding will be utilized in overtime efforts to enforce state GDL laws.	★★★
Pedestrian	All Pedestrian/Targeted Enforcement	Law enforcement agencies that have had pedestrian-related fatalities and injuries in their jurisdiction over the past three years will be encouraged to consider special projects focused on pedestrian crossing enforcement efforts.	★★★

Project Performance Measure(s):

1. Grantees are required to conduct and publicize tow observational safety belt usage surveys; one in March and the other in August.
2. Conduct a minimum of 12 (twelve) public information/educational activities aimed at improving driver behaviors.
3. Grantees are required to conduct at least two special traffic enforcement projects; one to be conducted at night.

Project: Annual Governor’s Highway Traffic Safety Conference Agency: Iowa State University Conference Planning and Management (Split) Project #: 18-402-MOPT, Task 00-00-29 Budget: \$24,000			Risk Assessment: Low
Amt. of Match: \$4,800	Indirect Cost: 8%/ \$1,920	Local Benefit: \$24,000	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection: The annual Governor’s Highway Traffic Safety Conference provides a venue for training and networking for traffic safety partners. The GTSB will partner with Iowa State University, Conference Planning and Management, to plan and assist with the 2018 conference. ISU Conference Planning and Management			

will coordinate the conference speakers and travel arrangements, provide registration services, and conduct other conference-related tasks. Funding will also support other general materials such as supplies, audio/visual support, and web support. The 2018 conference is estimated to have approximately 250 traffic safety professionals in attendance.

Assessment of Traffic Safety Strategies:

The annual Governor’s Highway Traffic Safety Conference provides a venue for traffic safety partners from all disciplines to come together for training and networking. Each year the agenda contains a variety of traffic safety-related speakers, subjects, and vendors. Information provided can help attendees in setting their traffic safety strategies. Various areas identified in NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices” will be addressed during the conference. For smaller agencies, the annual conference may be the only traffic safety training opportunity they attend. Because of the strong content of the conference and the opportunity for traffic safety professional networking, the project received a five star effectiveness rating.

Project Performance Measures(s):

1. The number of traffic safety partners trained at the annual conference will be reported as what topics were presented and post-conference evaluation information provided.

Project: Dispatch Support – Scott County, Iowa Area Agency: Scott Emergency Communications Center Project: 18-402-M0PT, Task 22-00-00 Budget: \$2,000			Risk Assessment: Low
Amt. of Match: \$400	Indirect Cost: N/A	Local Benefit: \$2,000	Maintenance of Effort: N/A
Problem Identification, Strategy Development and Project Selection: For some special traffic enforcement overtime projects held in the Scott County Area, the Scott County Communications Center will provide dispatch services by handling radio traffic and requests			

Project: Travel Agency: GTSB Project Number: 18-402-M0PT, Task 00-00-03 Budget: \$7,000
Funding for FFY 2018 is allocated for staff travel to GHSA Annual Meeting and NAWHSL Annual Conference and for GTSB Program Administrator site visit expenses.

Project: GTSB - Enforcement Projects Agency: GTSB Project Number: 18-402-M0PT, Task 00-00-05 Budget: \$1,000
Funding for FFY 2018 is allocated for expenses incurred for law enforcement meetings.

Project: Program Management – 402/Police Traffic Services Agency: GTSB Project Number: 18-402-M0PT, Task 00-00-07 Budget: \$305,000
Split proportions of GTSB staff salaries for police traffic service related projects including coordinating, monitoring, and auditing of grants and activities.

Police Traffic Services: Program and Budget Summary

Project #	Project Name/Agency	Budget	Budget Source 402
18-402-M0PT, Task 01-00-00	Altoona Police Department	\$19,450	\$19,450
18-402-M0PT, Task 02-00-00	Ankeny Police Department	\$45,500	\$45,500
18-402-M0PT, Task 03-00-00	Bettendorf Police Department	\$45,000	\$45,000
18-402-M0PT, Task 04-00-00	Burlington Police Department	\$15,700	\$15,700
18-402-M0PT, Task 06-00-00	Coralville Police Department	\$27,500	\$27,500
18-402-M0PT, Task 07-00-00	Des Moines County Sheriff's Office	\$10,000	\$10,000
18-402-M0PT, Task 08-00-00	Des Moines Police Department	\$179,600	\$179,600
18-402-M0PT, Task 09-00-00	Eldridge Police Department	\$10,500	\$10,500
18-402-M0PT, Task 10-00-00	Fort Dodge Police Department	\$34,500	\$34,500
18-402-M0PT, Task 12-00-00	Johnson County Sheriff's Office	\$26,000	\$26,000
18-402-M0PT, Task 13-00-00	Knoxville Police Department	\$11,780	\$11,780
18-402-M0PT, Task 14-00-00	Lee County Sheriff's Office	\$22,500	\$22,500
18-402-M0PT, Task 15-00-00	Newton Police Department	\$11,400	\$11,400
18-402-M0PT, Task 16-00-00	North Liberty Police Department	\$13,400	\$13,400
18-402-M0PT, Task 17-00-00	Norwalk Police Department	\$20,000	\$20,000
18-402-M0PT, Task 18-00-00	Oskaloosa Police Department	\$35,800	\$35,800
18-402-M0PT, Task 19-00-00	Perry Police Department	\$11,050	\$11,050
18-402-M0PT, Task 20-00-00	Pleasant Hill Police Department	\$17,000	\$17,000
18-402-M0PT, Task 21-00-00	Polk County Sheriff's Office	\$28,250	\$28,250
18-402-M0PT, Task 22-00-00	Scott County Sheriff's Office	\$52,000	\$52,000
18-402-M0PT, Task 23-00-00	Urbandale Police Department	\$20,300	\$20,300
18-402-M0PT, Task 24-00-00	Waukee Police Department	\$15,000	\$15,000
18-402-M0PT, Task 00-00-29	ISU Conference and Planning (Split)	\$24,000	\$24,000
18-402-M0PT, Task 22-00-00	Scott Emergency Communications Center	\$2,000	\$2,000
18-402-M0PT, Task 00-00-03	GTSB Travel (PT)	\$7,000	\$7,000
18-402-M0PT, Task 00-00-05	GTSB Enforcement Projects	\$5,000	\$5,000
18-402-M0PT, Task 00-00-07	GTSB Program Management (PT)	\$305,000	\$305,000
	TOTAL	\$963,230	\$963,230

Data Systems/Traffic Records/405c

Iowa's traffic records system is made up of six primary core datasets: crash, roadway, driver, citation/adjudication, vehicle, and EMS/injury surveillance. Throughout the system, traffic records are captured, stored, analyzed, transmitted, and disseminated for various traffic safety-related projects. Iowa's traffic safety professionals understand the importance of data and as such coordinate efforts through the Statewide Traffic Records Coordinating Committee (STRCC). Iowa first initiated the traffic records committee for communication, planning and coordination of efforts in 1994. Since that time, Iowa has successfully maintained and expanded the STRCC committee through the years with membership including representatives in the areas of law enforcement/adjudication, public health, injury control, highway infrastructure, engineering, driver licensing, research/education and motor carrier agencies and organizations. Federal partners from NHTSA, FHWA, and FMCSA are also involved in STRCC meetings and related efforts.

The state's traffic records system captures, stores, analyzes, transmits, and disseminates data for numerous traffic safety needs. Projects funded through Section 405c focus on continuous improvement in the performance attributes of timeliness, accuracy, completeness, uniformity, integration, and accessibility.

Iowa last participated in a Traffic Records Assessment the fall/early winter of 2015.

Core Performance Measures

The GTSB manages Section 405c money for projects that have a specific focus to improve Iowa's overall traffic records system. Funding is based on an application process. Funding supports improvements within the core datasets of crash, roadway, driver, citation/adjudication, vehicle, and EMS/injury surveillance. Goals for projects must address a minimum of one performance attribute in the area of accuracy, completeness, integration, timeliness, uniformity, and accessibility for quantifiable improvements. Iowa submits an annual Interim Progress Report to show quantifiable improvement in a data-related effort. For FFY 2018 funding consideration, the Iowa GTSB submitted an Interim Progress Report in regard to the increase in the number of agencies utilizing TraCS and submitting crash and citation data electronically.

Safety Measures and Objectives

Safety Measure	Objective(s)
Promote the use of traffic safety data to various end-users.	Make known and promote the use of data and the resources available throughout the state.
Consider and implement recommendations identified in the 2015 Traffic Records Assessment	-The recommendations made during the 2015 Traffic Records Assessment have been presented to the STRCC Guidance Team and STRCC members and will be further reviewed for possible implementation.
Encourage traffic safety partners to collaborate in regard to data-related issues and improvements.	-STRCC Guidance Team to meet a minimum of three times a year -Hold a minimum of three STRCC meetings throughout the year. -Encourage the formation of sub-committees and hold meetings as necessary for special projects.

Continue the development of the Web-SAVER analytical tool	-Continue to develop and promote the use of web-SAVER throughout the state (https://saver.iowadot.gov).
Continue to improve the accuracy and completeness of the Roadway System.	Throughout the year, continue to collect data and populate the Roadway System in the area of intersections, interchanges, and horizontal curves.
Maintain and update the Traffic Safety Data Analysis (TSDA) website (www.iowadot.gov/tsda.index.html).	Through traffic records/data partners of STRCC, update the TSDA website with data which is useful to end-users and continue to support enhancements to the system.

State Goals/Coordination of Highway Safety Plan, Data Collection and Information System with State Strategic Highway Safety Plan (SHSP)

Comprehensive data is utilized for highway safety decisions in Iowa. Therefore, data must be accurate and complete. Analysis of data provides for a starting point to understand factors that may have contributed to traffic crashes. Iowa continues to improve the overall traffic records system through the support of the Statewide Traffic Records Coordinating Committee (STRCC) and with the development of the Traffic Records Strategic Plan. Data-related goals, as identified in the 2017 SHSP include the creation of a web-based analytical tool (web-SAVER) and to expand statewide electronic crash reporting through TraCS.

Countermeasures

Project/Agency: Iowa Department of Transportation Office of Driver Services/Injury Prevention Research Ctr.			Risk Assessment: Low
Project #: 18-405c-M3DA, Task 01-00-00			
Budget: \$84,000			
Amt. of Match: \$16,800	Indirect Cost: N/A	Local Benefit: \$84,000	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection: The Iowa Department of Transportation will subcontract with the University of Iowa Injury Prevention Research Center to continue activities that include outreach to ensure researchers across campus are aware of the data as a resource; symposiums to bring collaborative partners together; ongoing maintenance of project data requests and IRB applications; technical assistance and biostatistical consultation to investigators; and support for the development of manuscripts, report, policy briefs, and presentations for scientific meetings.			
Assessment of Traffic Safety Strategies: Traffic records data from the six core datasets (crash, roadway, driver, citation/adjudication, vehicle, and injury surveillance system/EMS) help identify problems and countermeasures. Projects supported by Section 405c funding focus on improving accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records system while complying with national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory of Roadway Elements (MIRE). This project was given an effectiveness rating of three stars. NHTSA's "Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 8 th Edition, 2015, does not contain an area specific to data systems and traffic records. The effectiveness rating was based upon how data is being integrated and the research being conducted through this integration. This project also supports recommendations from the 2015 Traffic Records Assessment. ★★★			

Project Performance Measure(s)

1. Number of outreach meetings conducted to promote availability of the data bank. This will be tracked by project personnel and reported through quarterly reports.
2. Number of technical assistance sessions to promote data analysis. This will be traced by project personnel and reported through quarterly reports.
3. Number of data requests, traced as those that are approved or not. This will be tracked by project personnel and reported through quarterly reports.
4. Number of publications, reports, presentation, or other dissemination activities associated with project activities. This will be tracked by project personnel and reported through quarterly reports.
5. Meeting with Iowa DOT officials to seek input on project priorities. Propose two meeting each fiscal year.

Project: Iowa Traffic and Criminal Software (TraCS)			Risk Assessment:
Agency: Iowa Department of Transportation, Motor Vehicle Enforcement			Low
Project #: 18-405c-M3DA, Task 02-00-00			
Budget: \$200,000			
Amt. of Match: \$40,000	Indirect Cost: N/A	Local Benefit: \$200,000	Maintenance of Effort: \$86,380
Problem Identification, Strategy Development, and Project Selection:			
<p>TraCS is a data collection, reporting, and records management system (RMS) for the public safety community to use to streamline and automate the capture and transmission of critical information from local agencies to other members of the criminal justice enterprise. Among other things, the Iowa TraCS package includes components for crash reporting, citation issuance, issuing of warning tickets, operating while intoxicated reporting, commercial motor vehicle inspections, field investigative reports, complaint and affidavit reporting, and more. Section 405c funding will be used to maintain a remote support capability for the TraCS team which increases efficiency as less time travel time is required to support and maintain the TraCS software. This will enhance their capability to provide installation, training, and support as efficiently as possible. Additionally, these funds will be used to subcontract for technical support from service providers who will develop, maintain, and provide overall software maintenance for the TraCS program in Iowa. These subcontractor activities will provide Iowa with adequate programming and support to carry out essential TraCS activities throughout the state. This project is vital to the overall goal to improve traffic records because it provides a uniform, standardized process for law enforcement agencies to use to capture and transmit data and information through and automated electronic system. The process increases the accuracy and timeliness of information submitted and increases the pool of data available for statistical analyses and review.</p>			
Assessment of Traffic Safety Strategies:			

Traffic records data from the six core data sets (crash, roadway, driver, citation/adjudication, vehicle, and injury surveillance/EMS) help identify problems and countermeasures. Projects supported by Section 405c funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records system while complying with national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory of Roadway Elements (MIRE) including but not limited to: 1) Develop new and maintain current data inquiry capabilities between TraCS and internal and external data sources; 2) Continue to develop linkage capabilities between citation and all other traffic records components; 3) Continue to maintain and update the state's crash report, including additional validations to ensure data accuracy and completeness; and 4) Data collected through TraCS supports the state's data analysis tools. This project was given an effectiveness rating of five stars as TraCS is a major component for the successful implementation of several recommendations made during the assessment. NHTSA's "Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 8th Edition, 2015, does not contain an area specific to data systems and traffic records. The effectiveness rating was based on the importance of electronic submission of records for the overall success of Iowa's Traffic Records program. ★★★★★

Project Performance Measure(s)

1. The percentage of crash reports submitted electronically will increase from 98% to 99%.
2. The number of agencies submitting crash reports via TraCS and TraCS Web Services will increase.
3. The number of agencies submitting citations and complaint and affidavits to the CJIS network via TraCS and TraCS Web Services will increase.
4. New form (DRE) deployed to agencies and training provided.

Project/Agency: Iowa Department of Transportation Office of Traffic and Safety			Risk Assessment: Low
Project #: 18-405c-M3DA, Task 03-00-00			
Budget: \$186,000			
Amt. of Match: \$37,200	Indirect Costs: N/A	Local Benefit: \$186,000	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection: The intent of this project is to continue development of the intersection, interchange, and horizontal curve data and expand development to roadway safety elements identified as lacking, use and analysis of these data, updates and expansion of the Traffic Safety Data and Analysis (TSDA) website, continue support for training related to Iowa's safety analysis tools, and continue attendance and involvement in traffic records conferences and workshops. For the roadway safety data collection, complete collection of attributes for horizontal curves and primary road segment-based safety features and determination of mechanism to maintain and update the collected data. Data will be lined with crash and other data towards the development of products such as maps, and summaries that provide insight to traffic safety issues. In regard to the safety analysis tool, funding will be used to develop online, video-based training modules for the SAVER safety analysis tool pending completion of the web-based SAVER project.			
Assessment of Traffic Safety Strategies:			

Traffic records from the six core datasets (crash, roadway, driver, citation/adjudication, vehicle, and injury surveillance system/EMS) help identify problems and countermeasures. Projects supported by Section 405c funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records system while complying to national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory of Roadway Elements (MIRE). This project was given an effectiveness rating of five stars. NHTSA’s Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices”, 8th Edition, 2015, does not contain an area specific to data systems and traffic records. The effectiveness rating was based on the integration and use of data throughout the state. ★★★★★

- Project Performance Measure(s):**
1. Percent collected of the horizontal curve attributes; baseline is zero.
 2. Percent collected of the previously uncollected roadway safety elements on the primary road network; baseline is zero.

Project/Agency: Iowa Department of Human Rights Criminal and Juvenile Justice Planning (CJJP) Project #: 18-405c-M3DA, Task 04-00-00 Budget: \$35,000			Risk Assessment: Medium* (*Continue to struggle to identify projects and performance measures.)
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Amt. of Match: \$7,000	Indirect Cost: N/A	Local Benefit: \$35,000	Maintenance of Effort: N/A
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Problem Identification, Strategy Development, and Project Selection:
 CJJP will continue to work with the Iowa Department of Transportation to integrate BAC data into our data warehouse. This will provide for research and analysis that utilizes court citation and crash data, as well as expanding other research opportunities. In addition, CJJP will research and report on the number of states with mandatory BAC testing and will investigate the frequency of BAC testing in Iowa. As distracted and impaired driving continue to be of concern to the legislature, CJJP will monitor legislation proposed during the 2018 legislative session and will report on proposed policies that address Iowa’s injury and fatalities rates in association with distracted driving.

Assessment of Traffic Safety Strategies:
 Traffic records data from the six core datasets (crash, roadway, driver, citation/adjudication, vehicle, and injury surveillance/EMS) help identify problems and countermeasures. Projects supported by Section 405c funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records system while complying to national data standards such as Model Minimum Uniform Crash Criterial (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory of Roadway Elements (MIRE). This project was given an effectiveness rating of three stars. NHTSA’s “Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices”, 8th Edition, 2015, does not contain an area specific to data systems and traffic records. The effectiveness rating was based on the integration and use of data throughout the state and for addressing shortfalls identified in the 20115 Traffic Records Assessment. ★★★

Project Performance Measure(s):
 As BAC data become available in the data warehouse, CJJP will be able to measure and report on blood alcohol level in association with citation, crash and/or driving fatalities. Research conducted in response to the 2018 legislative agenda, or other efforts with the potential for reducing driving fatalities related to impaired and distracted driving will be complied and reported by the end of the grant period.

Project/Agency: University of Iowa Injury Prevention Research Center (IPRC)			Risk Assessment: Low
Project #: 18-405c-M3DA, Task 05-00-00			
Budget: \$39,615			
Amt. of Match: \$7,923	Indirect Cost: 8%/\$3,169	Local Benefit: \$39,615	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection:			
<p>This project will have two main goals. The first will be descriptive analyses on the charges and convictions related to high-risk and/or vulnerable road user crashes. One primary comparison will be between drivers who receive citations and convictions in high-risk or vulnerable road user crashes versus drivers who do not receive a citation or conviction. A second comparison will be to examine driving records, crash characteristics, and driver characteristics as predictor of high-risk driver crashes and involvement in vulnerable road user crashes compared to a control group identified from the licensure dataset. The project build on two existing projects. The first is an Iowa Department of Transportation project with the University of Iowa IPRC where the IPRC houses crash and injury surveillance/EMS data to encourage use for public health analyses. The second is a Criminal and Juvenile Justice Planning project utilizing linked crash and court data. Based on the infrastructure and technical expertise developed with these projects, the current project will integrate several data systems: licensure, citation/conviction, crash, and injury data.</p>			
Assessment of Traffic Safety Strategies:			
<p>Traffic records data from the six core datasets (crash, roadway, driver, citation/adjudication, vehicle, and injury surveillance system/EMS) help identify problems and countermeasures. Projects supported by Section 405c funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records system while complying to national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory of Roadway Elements (MIRE). This project was given an effectiveness rating of three stars. NHTSA's "Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 8th Edition, 2015, does not contain an area specific to data systems and traffic records. The effective ness rating was based on ★★★ the integration and use of data throughout the state.</p>			
Project Performance Measure(s):			
<p>Description analyses of charges and convictions related to high-risk driver and drivers involved in vulnerable road user crashes.</p> <ol style="list-style-type: none"> 1. Literature review completed 2. Linked crash and citation/conviction data obtained and quality check performed 3. Frequency/distribution table of crash, licensure, and citation/adjudication characteristics for high-risk or vulnerable road user subgroup completed 4. Relationship between crash data and citation/adjudication data for high-risk drivers and/or vulnerable road users examined and table of results completed 5. Predictors of driver receiving charges and convictions in high-risk driver and/or vulnerable road user crashes determined. <p>Driver histories case-crossover and/or case-control studies</p> <ol style="list-style-type: none"> 1. Driver control/comparison group selected and quality check performed. 2. Database with charge and conviction information for control group drivers constructed from Iowa Courts database and quality check performed. 			

- 3. Predictive analyses of driving histories to determine if high-risk drivers and/or drivers involved in crashes with vulnerable road users have higher rates of prior moving violations, compared to controls, completed and table or results completed.
- 4. Report/manuscript preparations complete.

Project: Data-Related Travel Expenses / Iowa State Patrol			Risk Assessment:
Agency: Iowa State Patrol			Low
Project #: 18-405c-M3DA, Task 07-00-00			
Budget: \$7,500			
Amt. of Match: \$0.00	Indirect Cost: N/A	Local Benefit: \$0.00	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection:			
<p>This project will enable the Iowa State Patrol to remain a key partner in addressing Iowa’s highway safety data challenges by attending various meetings and events which have a nexus to traffic safety records and information management. Attending traffic records/information management conferences will lead to a more knowledgeable and informed staff who can implement solutions that are consistent with best practices and industry standards; thus leading to an overall improvement in the various core data systems of interest to law enforcement. ISP officers will also attend Statewide Traffic Records Coordinating Committee (STRCC) meetings and will provide input from a law enforcement perspective. This project addresses numerous recommendations from the 2015 Traffic Records Assessment wand will help in the implementation of quality control efforts.</p>			
Assessment of Traffic Safety Strategies:			
<p>Traffic records data from the six core data sets (crash, roadway, driver, citation/adjudication, vehicle and injury surveillance/EMS) help identify problems and countermeasures. Projects supported by Section 405c funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records system while complying to national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory of Roadway Elements (MIRE). This project was given an effectiveness rating of five stars. NHTSA’s “Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Office”, 8th Edition, 2015, does not contain an area specific to data systems/traffic records. The effectiveness rating is based on the fact the Iowa State Patrol is a large contributor of crash data. It is crucial to have qualified and involved individuals representing the Iowa State Patrol and the needs of other law enforcement agencies through the development and enhancements ★★★★★ of electronic data systems and technology.</p>			
Project Performance Measure(s):			
<ol style="list-style-type: none"> 1. Key members of the Iowa State Patrol will attend all STRCC meetings and provide input from a law enforcement perspective. 2. Key members of the Iowa State Patrol to attend trainings/conferences. Travel claims and trip reports to be submitted to GTSB in a timely manner. 			

Project/Agency: Iowa State University / CTRE-ITSDS			Risk Assessment:
Project #: 18-405c-M3DA, Task 08-00-00			Low
Budget: \$108,000			
Amt. of Match: \$21,600	Indirect Cost: 8%/\$8,640	Local Benefit: \$108,000	Maintenance of Effort: N/A

Problem Identification, Strategy Development, and Project Selection:

The Iowa Traffic Safety Data Service (ITSDS) through Iowa State University’s Center for Transportation Research and Education (CTRE), provides agencies, organizations and individuals with crash data analyses resources in Iowa. ITSDS serves the gap between what safety data users can gather for themselves, and what they can obtain from experts. ITSDS generally performs safety analyses on an “on-demand” basis for ad hoc requests and semi-regular analyses as well as special projects for various agencies. The expected impact of this project is increased use of safety data in decision-making, particularly in the areas of engineering, law enforcement, education, and health. Section 405c funding will be used to support the ad hoc requests, semi-regular analysis, and special projects.

Assessment of Traffic Safety Strategies:

Traffic records data from the six data sets (crash, roadway, driver, citation/adjudication, vehicle, and injury surveillance system/EMS) help identify problems and countermeasures. Projects supported by Section 405c funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records system while complying to the national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information Systems (NEMSIS), and Model Inventory of Roadway Elements (MIRE). This project was given an effectiveness rating of five stars. NHTSA’s “Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices”, 8th Edition, 2015, does not contain an area specific to data systems/traffic records. The effectiveness rating was based on the **★★★★★** integration, analysis, and use of data throughout the state.

Project Performance Measure(s):

ITSDS generally performs safety analyses on an “on demand” basis for ad hoc requests and semi-regular analyses as well as special projects for various agencies. Given the diverse nature of requests, specifically with regard to complexity and resulting additional projects, it can be difficult to accurately assess the extent of ITSDS’ performance simply through request frequency and agency, organization, and individuals served. The primary performance measures are:

1. The number of analyses requested and addressed by ITSDS, including the number of projects or deliverables provided.
2. The number of agencies, organizations, or individuals submitting requests to, and/or being served by ITSDS.

Project/Agency: Iowa Department of Public Health Bureau of Emergency Trauma Services (BETS)			Risk Assessment: Low
Project #: 18-405c-M3DA, Task 09-00-00			
Budget: \$126,422			
Amt. of Match: \$25,284	Indirect Cost: N/A	Local Benefit: \$126,422	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection:			
The project will improve the overall process for the submission and collection of EMS and Trauma data through policy development, written guidance, training and technical assistance. Activities are focused on implement improvements to weaknesses identified in the 2015 NHTSA review. Funds will be used to support a 1.0 FTS for ongoing training of users in data entry, data quality, and using data for quality improvement.			
Assessment of Traffic Safety Strategies:			

Traffic records data from the core datasets (crash, roadway, driver, citation/adjudication, vehicle, and injury surveillance system/EMS) help identify problems and countermeasures. Projects supported by Section 405c funding focus on improving the accuracy, completeness, uniformity, accessibility, and integration of the records system while complying to national data standard such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information Systems (NEMSIS), and Model Inventory of Roadway Elements (MIRE). This project was given an effectiveness rating of five stars. NHTSA's "Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 8th Edition, 2015, does not contain an area specific to data systems and traffic records. The effectiveness rating was based upon the initiatives of the Iowa Department of Public Health to address weaknesses identified in the EMS/Injury Surveillance System portion of the 2015 Traffic Records Assessment and recommendations made upon the completion of the assessment. ★★★★★

Project Performance Measure(s):

1. A minimum of 90% of EMS transport services and 50% of non-transport services will submit data to the state data system with an average validation score of 80% or greater by September 2018. Quarterly EMS submission reports will indicate progress towards goal. IDPH will continue to provide training, education, and technical assistance with the goal to reach 100% submission from all transport and non-transport services.
2. A minimum of 90% of trauma care facilities will submit data to the state data system with an average validation score of 80% or greater by September 2018. Quarterly trauma data submission reports will indicate progress towards goal. IDPH will continue to provide training, education, and technical assistance with the goal to reach 100% submission from all trauma care facilities.
3. Complete development of an EMS data management plan. BETS staff will meet with GTSB staff to validate the drafted plan addressing the recommendations from the NHTSA Traffic Records Assessment. The finalized plan will be distributed to 100% of Iowa EMS services by September 2018. Data from 2014 will be used as a baseline for established measures.
4. Complete development of a trauma data management plan. BETS staff will meet with GTSB staff to validate the drafted plan addressing the recommendation from the NHTSA Traffic Records Assessment. The finalized plan will be distributed to 100% of Iowa's trauma care facilities by September 2018. Data from 2014 will be used as a baseline for established measures.
5. A draft plan addressing NHTSA Traffic Records Assessment recommendations to be shared with GTSB for comment by January 2018.
6. An updated EMS data dictionary adopted by administrative rule by May 2018.
7. Sustainment of the trauma data dictionary throughout the grant period.
8. Trauma report developed from trauma registry and hospital discharge data by June 2018.
9. Collaboration with the Iowa Department of Transportation to analyze EMS, Trauma and Crash. Data analysis will be conducted by September 2018.

Project: Electronic Data Recovery Agency: Iowa State Patrol / TI Project #: 18-405c-M3DA, Task 10-00-00 Budget: \$12,567			Risk Assessment: Medium* (*New grantee/project.)
Amt. of Match: \$0.00	Indirect Cost: N/A	Local Benefit: \$0.00	Maintenance of Effort: N/A – New project for FFY 2018.
Problem Identification, Strategy Development, and Project Selection:			

<p>The Iowa State Patrol lacks the technical ability and equipment to retrieve data from the Airbag Control Modules in KIA and Hyundai vehicles. The procurement of such electronic data recovery units would enhance the accuracy, completeness, and thoroughness of the investigations. The allocation of funding will be utilized to purchase one KIA Electronic Data Recovery unit and one Hyundai Electronic Recovery unit. There are 41 technical collision investigators in the Iowa State Patrol that would have access to utilize this equipment to enhance their technical collision investigations. The Electronic Data Recovery units will improve crash data analysis, the accuracy of the crash investigations and timeliness of the reporting progress. The crash data analysis will be utilized to determine causation factors related to fatality collisions. The crash data evidence obtained will be utilized for court adjudication and to enhance statewide tat</p>
<p>Assessment of Traffic Safety Strategies: This project improves traffic records in Iowa by providing a unified, standardized process for law enforcement personnel to capture and gather crash data information from the Electronic Data Recovery unites. The procurement of Electronic Data Recovery units will enhance the accuracy, completeness, and thoroughness of the fatality collision investigations. This project was given an effectiveness rating of three stars. NHTSA's "Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 8th Edition, 2015, does not contain an area specific to data systems/traffic records. The effectiveness rating was based upon the initiatives of the Iowa State Patrol to want to improve their technical crash investigations. ★★★</p>
<p>Project Performance Measure(s):</p> <ol style="list-style-type: none"> 1. Report the deployment of the data recovery units on a quarterly basis.

<p>Project/Agency: University of Iowa / National Driving Simulator Project #: 18-405c-M3DA, Task 06-00-00 Budget: \$18,000</p>		<p>Risk Assessment: Medium* (*Project was not completed in FFY 2017. Needed to be continued into FFY 2018.)</p>
<p>Amt. of Match: \$3,600</p>	<p>Indirect Cost: \$1,440</p>	<p>Local Benefit: \$18,000</p>
<p>Maintenance of Effort: N/A</p>		
<p>Problem Identification, Strategy Development, and Project Selection: In FFY 2018, the University of Iowa Public Policy Center will continue to conduct a census of young drivers in Iowa using historical licensing records. There are several different paths a young person can travel in their transition from a non-driver to a fully licensed driver. The purpose of the project is 1) to quantify how many individuals were at each stage of licensure, their age when they began that stage, and how long they remained at each stage, 2) to make this data widely available for the use of those conducting young driver traffic safety research, and 3) to evaluate whether there have been significant changes in young driver licensing trends over time. This project will allow for an extension of the period of performance for an additional year in order to include driver licensing records and crash data from calendar year 2016, and possible 2017, if the data is available.</p>		
<p>Assessment of Traffic Safety Strategies:</p>		

Traffic records data from the six core datasets (crash, roadway, driver, citation/adjudication, vehicle, and injury surveillance system/EMS) help identify problems and countermeasures. Projects supported by Section 405c funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records system while complying to national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory of Roadway Elements (MIRE). This project was given an effectiveness rating of four stars. NHTSA's "Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 8th Edition, 2015, does not contain an area specific to data systems and traffic records. The effectiveness rating was based on the integration, analysis, and use of data to include crash and citation data. ★★★★★

Project Performance Measure(s):

1. Prepare a report summarizing the methods and results of this task.
2. Detailed tables of the number of licensed drivers for each license type and by age and gender from 2008-2016, both as PDFs and downloadable data files.
3. Provide a research report detailing the longitudinal trends in the licensing data and present during a STRCC meeting.

Project: Travel

Agency: GTSB

Project Number: 18-405c-M3DA, Task 00-00-03

Budget: \$2,000

Funding for FFY 2018 is allocated for data-related travel expenses for GTSB staff.

Data Systems/Traffic Records: Program and Budget Summary

Project #	Project Name/Agency	Budget	Budget Source 405c
18-405c-M3DA, Task 01-00-00	Iowa Department of Transportation, Office of Driver Services	\$ 84,000	\$84,000
18-405c-M3DA, Task 02-00-00	Iowa Department of Transportation, Motor Vehicle Division – TraCS	\$200,000	\$200,000
18-405c-M3DA, Task 03-00-00	Iowa Department of Transportation, Office of Traffic and Safety	\$186,000	\$186,000
18-405c-M3DA, Task 04-00-00	Iowa Department of Human Rights, CJJP	\$35,000	\$35,000
18-405c-M3DA, Task 05-00-00	University of Iowa, IPRC	\$39,615	\$39,615
18-405c-M3DA, Task 07-00-00	Iowa State Patrol	\$7,500	\$7,500
18-405c-M3DA, Task 08-00-00	Iowa State University, CTRE-ITSDS	\$108,000	\$108,000
18-405c-M3DA, Task 09-00-00	Iowa Department of Public Health, BETS	\$126,422	\$126,422
18-405c-M3DA, Task 10-00-00	Iowa State Patrol / TI	\$12,567	\$12,567
18-405c-M3DA, Task 06-00-00	University of Iowa, National Driving Simulator	\$18,000	\$18,000

18-405c-M3DA, Task 00-00-03	GTSB Travel	\$2,000	\$2,000
	TOTAL	\$819,104	\$819,104

Paid Media and Other Marketing

During FFY 2018, Iowa will use a wide media mix to provide public awareness to traffic safety issues with the ultimate goal to change driving behaviors to reduce fatalities and serious injuries. Different strategies will be used to deliver the traffic safety messages and to educate the general public. Paid media will be secured to support the national mobilizations “Click It or Ticket” and “Drive Sober or Get Pulled Over”. Previously developed PSAs and print materials produced by The Integer Group will be available for easy download and use on the GTSB microsite, www.drivesmartiowa.com. A variety of venues will provide signage, web banners, radio spots, and other media throughout the state to provide awareness in the areas of safety belt usage, impaired driving, distracted driving, motorcycles, and speed. Media strategies, along with Facebook and Twitter postings by the GTSB’s Social Media Coordinator, are meant to raise awareness and change driving behaviors. NHTSA’s “Countermeasures that Work: A Highway Safety Measures Guide for State Highway Safety Offices”, 8th edition, 2015, includes communication and outreach efforts with a variety of effectiveness ratings.

Safety Measures and Objectives

Safety Measure	Objective(s)
Support national mobilizations.	Through paid media provide NHTSA public service announcements and taglines to support “Click It or Ticket”.
Target problematic age groups.	Through the utilization of data, identify specific target groups to develop and/or support projects specifically directed at impaired driving and belt usage.
Support the GTSB microsite.	Through funding awarded to the Integer Group, continue to provide current information and expand information provided on the GTSB’s microsite, www.drivesmartiowa.com .

State Goals/Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Education Safety Strategies

Educating the public about traffic safety is an emphasis area within the SHSP. The focus supports the state’s aspirational goal to reduce fatalities to zero in Iowa. Through educational efforts, traffic safety partners will continue to provide information with the goal to discourage unsafe driving behaviors to ultimately improve the traffic safety culture. The GTSB will incorporate the “Zero Fatalities” logo into presentations, educational items, and media opportunities as appropriate to support the multi-media education campaign efforts identified in the SHSP.

Countermeasures

Project/Agency: Cedar Rapids Kernels Project #: 18-405b-M1*PM, Task 02-00-00 Budget: \$7,500			Risk Assessment: Low
Amt. of Match: \$1,500	Indirect Cost: N/A	Local Benefit: \$0.00	Maintenance of Effort: N/A

Problem Identification, Strategy Development, and Project Selection:			
The Cedar Rapids Kernels, Midwest League Class A affiliate of the Minnesota Twins, plan to address the issues of impaired driving, occupant protection, and distracted driving. Proposed activities include outfield tri-vision signage, radio commercials, and PSA video board pre-game commercials. The Cedar Rapids Kernels are estimating to host over 250,000 fans at the stadium during the 2018 season.			
Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8 th Edition, 2015.			
Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Alc- & Drug- Imp. Driving	Prevention, Intervention, Communications and Outreach/Mass-Media Campaigns	NHTSA logos and taglines for impaired driving will be used in the media mix throughout the season.	★★★
Seat Belts & Child Restraints	Communications and Outreach/Supporting Enforcement	NHTSA logos and taglines in regard to belt usage that support enforcement efforts, such as "Click It or Ticket" will be used in the media mix throughout the season.	★★★★★
Distracted & Drowsy Driving	Communications and Outreach/Distracted Driving	NHTSA logos and taglines of "One Text or Call Could Wreck it All" will be used in the media mix throughout the season	★
Project Performance Measure(s):			
1. Traffic safety signage will be provided with the exposure estimates reported. Exposure numbers to include the number of times and dates each message was provided.			

Project/Agency: Greater Des Moines Baseball			Risk Assessment: Low
Project #: 18-405b-M1*PM, Task 04-00-00			
Budget: \$20,000			
Amt. of Match: \$4,000	Indirect Cost: N/A	Local Benefit: \$0.00	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection:			
Funding awarded to Greater Des Moines Baseball will be utilized to provide traffic safety messages for fans attending Iowa Cubs games. The Iowa Cubs are a Triple-A baseball team with their home field being Principal Park in Des Moines, Iowa. Signage will be provided to help raise awareness of traffic issues and encourage safe driving in the areas of seat belts, impaired driving and distracted driving. Signage will be provided through the marquee sign, concourse backlit sign, and a double outfield fence sign. The expected attendance for the 2018 season is 550,000 individuals.			
Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8 th Edition, 2015.			
Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating

Alc- & Drug- Imp. Driving	Prevention, Intervention, Communications and Outreach/Mass-Media Campaigns	Digital and static signage will be used throughout the Principal Park concourse displaying an alcohol-message. The outfield sign will reflect an impaired driving message.	★★★
Seat Belts and Child Restraints	Communications and Outreach/Supporting Enforcement	Messages on the Principal Park marquee outside of the stadium will display traffic safety messages, some coinciding with local enforcement events, including "Click It or Ticket".	★★★★★
Project Performance Measure(s):			
1. Traffic safety signage provided with the estimated numbers reported. Quarterly reports will be submitted.			

Project/Agency: IMG College - Drake			Risk Assessment: Low
Project #: 18-405b-M1*PM, Task 04-00-00			
Budget: \$30,800			
Amt. of Match: \$6,160	Indirect Cost: N/A	Local Benefit: \$0.00	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection:			
Public service announcements containing traffic safety messages will be aired during Drake University football, men's basketball, and women's basketball by the Drake Sports Network on KRNT 1350 AM radio. Radio program coverage will include the pre-game show, play-by-play and post-games. The radio program coverage reaches listeners in approximately 17 of Iowa's 99 counties. Additional traffic safety messages will be displayed at scorer tables and on electronic panels at athletic events. Public service announcements will also be shown on the video board during each home football game. Drake University is also home of the Drake Relays. The Drake Relays is a premiere track and field meet drawing thousands of athletes and fans from all across the country. During the Drake Relays, traffic safety messaging also includes a full-page advertisement within the printed Drake Relays program with an estimated circulation of 5,000. Exposure throughout the funded year is estimated to be 788,000.			
Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8 th Edition, 2015.			
Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Communications and Outreach/Supporting Enforcement	NHTSA logos and taglines in regard to belt usage which support enforcement efforts, such as "Click It or Ticket" will be used on signage and messages at athletic events at Drake University.	★★★★★
Distracted & Drowsy Driving	Communications and Outreach/Distracted Driving	"One Text or Call Could Wreck It All" will be used on signage and other messages at Drake athletic events.	★
Project Performance Measure(s):			
1. Traffic safety message exposure will be reported by the type of message displayed, the timing of the messages, and the number of individuals attending events.			

Project/Agency: Iowa Barnstormers			Risk Assessment: Low
Project #: 18-405b-M1*PM, Task 06-00-00			
Budget: \$6,000			
Amt. of Match: \$1,200	Indirect Cost: N/A	Local Benefit: \$0.00	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection:			
<p>The Iowa Barnstormers are Iowa's arena football team with Wells Fargo Arena in Des Moines being the team's home. The Barnstormers want to impact distracted driving, seat belt use, and impaired driving by providing signage announcements, and web postings to change driver behavior. Proposed activities include signage, video board commercials, PSAs, radio commercials on 1040 WHO AM, and through the Barnstormer official website and social media. The Barnstormers plan to also use players, dance team members, and staff to personally promote driver behavior through appearances, public service announcements throughout the arena, and through partner/media outlets. The Iowa Barnstormers expect approximately 9,000 fans in the arena for each of the eight home games during the 2018 season. Each home game provides a total of 3 hours of exposure; approximately 81,000 fans per season. Throughout the course of the season, the dasher board signage can be seen on Mediacom Connections – Channel 22 thus allowing the telecast to reach approximately 450,000 customers, and social media (Facebook and Twitter) have approximately 21,500 combined followers.</p>			
Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8 th Edition, 2015.			
Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Communications and Outreach/Supporting Enforcement	NHTSA's logo and tagline of for "Click It or Ticket" will be used in the media mix of the Iowa Barnstormers.	★★★★★
Distracted & Drowsy Driving	Communications and Outreach/Distracted Driving	The Barnstormers will utilize the NHTSA logo and tagline of "One Text or Call Could Wreck it All" in the media mix of the Iowa Barnstormers.	★
Project Performance Measure(s):			
1. Provide messages and signage at all Iowa Barnstormer's home games report the estimated exposures.			

Project/Agency: Iowa Wild			Risk Assessment: Low
Project #: 18-405b-M1*PM, Task 07-00-00			
Budget: \$8,000			
Amt. of Match: \$1,600	Indirect Cost: N/A	Local Benefit: \$0.00	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection:			
<p>The grantee is the media source for the Iowa Wild American Hockey League; an affiliate of the National Hockey League's Minnesota Wild. The Wild's home games draw an attendance of more than 20,000 per season. Their social media garners over 30,000 Facebook followers, nearly 12,000 on Twitter, and 30,000 on YouTube. The Wild will provide arena signage, live messages, LED and Scoreboard graphics during each game and will post on social media.</p>			

Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8 th Edition, 2015.			
Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Alc. & Drug- Imp. Driving	Prevention, Intervention, Communications and Outreach/Mass-Media Campaigns	NHTSA logos and taglines for impaired driving will be used in the media mix throughout the season.	★★★
Project Performance Measure(s):			
1. Traffic safety signage will be provided with the estimated exposure reported. Exposure numbers to include the number of times and dates each message was provided.			

Project/Agency: Krogman & Associates Project #: 18-405b-M1*PM, Task 08-00-00 Budget: \$10,150			Risk Assessment: Low
Amt. of Match: \$2,030	Indirect Cost: N/A	Local Benefit: \$0.00	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection: The projects of Krogman & Associates are geared toward making the general public more aware of the Governor's Traffic Safety Bureau's traffic safety messaging and programs while focusing on alcohol and texting programs. Krogman will provide traffic safety messaging at the baseball, cross country, football, wrestling, basketball, track, and soccer high school state championship events as well as state cheerleading. The media mix will include on-site marketing (LED displays and signage), television, audio webcasts, video webcasts, the Iowa High School Sports Network (IHSSN) website, and through social media.			
Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8 th Edition, 2015.			
Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Communications and Outreach/Supporting Enforcement	NHTSA logos and taglines in regard to belt usage that support enforcement efforts, such as "Click It or Ticket", will be used on signage and messaging during the high school championship events.	★★★★★
	Communications and Outreach/Strategies for Older Children	The primary target for this project is geared toward youth and high-school aged drivers.	★★★
Project Performance Measure(s):			
1. Compile and report television ratings (when made available to the IHSSN). 2. Compile and report total attendance for the state championship events. 3. Compile and report the number of audio webcast listeners and the number of video webcast viewers. 4. Provide statistics from the www.ihssn.com website. 5. Provide social media related statistics.			

Project/Agency: Waterloo Bucks			Risk Assessment: Low
Project #: 18-405b-M1*PM, Task 11-00-00			
Budget: \$7,000			
Amt. of Match: \$1,400	Indirect Cost: N/A	Local Benefit: \$0.00	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection: The Waterloo Bucks will provide an 8' x 2' outfield fence sign and 72 radio commercials during Bucks broadcasts along with a full page ad in their program which is updated three times during the season. They have an audience reach of approximately 100,000 each season. Messages will focus on impaired driving, distracted driving and seat belt use.			
Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices". 8 th Edition, 2015,			
Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Alc- & Drug- Imp. Driving	Prevention, Intervention, Communications and Outreach/Mass-Media Campaigns	NHTSA logos and taglines for impaired driving will be used in the media mix throughout the season.	★★★
Seat Belts and Child Restraints	Communications and Outreach/Supporting Enforcement	NHTSA logos and taglines in regard to belt usage that support enforcement efforts, such as "Click It or Ticket", will be used in the media mix throughout the season.	★★★★★
Distracted & Drowsy Driving	Communications and Outreach/Distracted Driving	NHTSA logos and taglines in regard to distracted driving will be used on signage and for public service announcements.	★
Project Performance Measure(s): 1. Traffic safety signage will be provided with the estimated exposure numbers reported. Exposure numbers to include the number of times and dates each message was provided.			

Project/Agency: Alliance Sport Marketing			Risk Assessment: Low
Project #/Budget: 18-405b- PM-M1P1, Task 01-00-00 \$29,500			
18-405b-M1PM, Task 01-00-00 \$49,500			
\$79,000			
Amt. of Match: \$15,800	Indirect Cost: N/A	Local Benefit: \$0.00	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection: Alliance Sport Marketing targets the higher-risk segment of the motoring public which includes 16 - 34 year old males. Alliance Sport Marketing focuses their efforts within the "Top 22" counties as identified through the Problem Identification process. Within the "Top 22" counties, there are 17 motorsport venues in which Alliance provides signage, public service announcements, and race schedule calendars which utilize the taglines of "Click It or Ticket" and "Drive Sober or Get Pulled Over". Similar messages are also displayed and announced at the Iowa Speedway in Newton, Iowa, and the Knoxville Speedway in Knoxville, Iowa. Both the Iowa Speedway and the Knoxville Speedway draw attendees from not only			

around the state but from around the nation. Alliance Sport Marketing has identified the race demographic as being approximately 60% male with approximately 37% of attendees representing the age group of 18 – 34 year olds

Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices". 8th Edition, 2015.

Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Seat Belts & Child Restraints	Communications and Outreach/Supporting Enforcement	NHTSA logos and taglines that support enforcement efforts such as "Click It or Ticket" will be used in the media mix during the race season.	★★★★★
Alcohol- & Drug-Impaired Driving	Prevention, Intervention, Communications and Outreach/Mass-Media Campaigns	NHTSA logos and taglines for impaired driving will be used in the media mix throughout the race season.	★★★

Project Performance Measure(s):

1. Provide traffic safety messaging/signage at the 17 race venues within the "Top 22" counties during the race season (April – September 2018). Messaging will include the taglines of "Click It or Ticket" and "Drive Sober or Get Pulled Over".

Project/Agency: Radio Iowa News	Risk Assessment: Low
Project #: 18-405b-M1*PM, Task 09-00-00	
Budget: \$95,000	

Amt. of Match: \$19,000	Indirect Cost: N/A	Local Benefit: \$0.00	Maintenance of Effort: N/A
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Problem Identification, Strategy Development, and Project Selection:

The grantee provides radio messaging on 110 rural stations across Iowa reaching over 672,700 listeners 8.1 times for a total exposure of 5,471,600 per message. Over 200 GTSB-approved traffic safety messages will be aired over identified weeks, with an additional messages specific to motorcycle safety being aired over and additional 12 weeks. Radio Iowa staff are efficient in creating, producing and airing new messages at the GTSB's direction.

Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, 8th Edition, 2015.

Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Alc. - & Drug-Impaired Driving	Prevention, Intervention, Communications and Outreach/Mass-Media Campaigns	Radio Iowa will develop traffic safety messages in regard to impaired driving. Messages will include the NHTSA taglines. All developed messages will be approved by the GTSB.	★★★
Seat Belts and Child Restraints	Communications and Outreach/Strategies for Low Belt Use Groups	The primary audience for Radio Iowa is rural communities. Data supports lower belt usage in Iowa's rural communities.	★★★★★ For programs supporting enforcement.

	Communications and Outreach/Supporting Enforcement	Radio Iowa will develop traffic safety messages in regard to seat belt usage. Some messages will be planned to be aired around national mobilizations. All developed messages will be approved by the GTSB.	★★★★★
Motorcycles	Communications and Outreach/Conspicuity and Protective Clothing	Radio Iowa will develop traffic safety messages in regard to motorcycle safety to remind motorists to make themselves conspicuous so they are visible to other drivers. All developed messages will be approved by the GTSB.	★
	Communications and Outreach/Other Driver Awareness of Motorcyclists	Radio Iowa will develop traffic safety messages to remind drivers to take special measures to look for motorcyclists and to "Share the Road". All developed messages will be approved by the GTSB.	★
Distracted & Drowsy Driving	Communications and Outreach/Distracted Driving	Radio Iowa will develop traffic safety messages in regard to distracted driving. All developed messages will be approved by the GTSB.	★
	Communications and Outreach/Drowsy Driving	Radio Iowa will develop traffic safety messages in regard to drowsy driving. All developed messages will be approved by the GTSB.	★
Project Performance Measure(s):			
1. Messages throughout the year will be aired with estimated exposure reported.			

Project/Agency: Screenvision Direct			Risk Assessment: Low
Project #: 18-405b-M1*PM, Task 10-00-00			
Budget: \$44,609			
Amt. of Match: \$8,922	Indirect Cost: N/A	Local Benefit: \$0.00	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection:			
Screenvision is a sole-source for advertising within movie theatres. Through Screenvision, GTSB public service announcements (PSAs) will run at selected movie theatres in the state. Through this venue, PSAs are seen by a diverse and captivated audience. The PSAs to be run during FFY 2018 will include messaging focusing on impaired driving, distracted driving and occupant protection.			
Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8 th Edition, 2015.			
Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating

Seat Belts & Child Restraints	Communications and Outreach/Supporting Enforcement	NHTSA logos and taglines in addition to GTSB-produced public service announcements focusing on seat belt usage will be used to support national mobilization enforcement efforts such as "Click It or Ticket".	★★★★★
	Communications and Outreach/Strategies for Low Belt Use Groups	Public service announcement utilizing NHTSA taglines/logos and GTSB-produced materials will be run at theatres throughout the state, many of which are within rural communities where data supports belt usage is lower.	★★★★★ For programs supporting enforcement.
Alcohol- & Drug- Impaired Driving	Prevention, Intervention, Communications, and Outreach/Mass-Media Campaigns	NHTSA taglines/logos and GTSB-produced public service announcements in regard to impairment will run at theatres throughout the state.	★★★
Distracted and Drowsy Driving	NHTSA taglines and previously produced GTSB public service announcements will be utilized.	NHTSA taglines/logos and GTSB-produced public service announcement in regard to distracted driving will be used.	★
Project Performance Measure(s):			
1. Quarterly reports will be provided and will include information about the PSA being delivered, the theatre location, and the dates/times the PSA was aired.			

Project/Agency: The Integer Group			Risk Assessment: Low
Project #/Budget: 18-405b-PM-M1PE, Task 03-00-00 \$147,000 18-405d-M60T, Task 36-00-00 \$160,000 \$307,000			
Amt. of Match: \$61,400	Indirect Cost: N/A	Local Benefit: \$0.00	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection:			
The Integer Group is the GTSB's main media grantee and is utilized for the development of media materials to be used statewide including traditional methods such as television, radio, and print ads. Paid media will be secured in support of national mobilizations and will use NHTS PSAs and/or taglines. Integer will also develop PSAs and other materials as request by the GTSB. Integer will continue to explore ways to provide public service messages utilizing social media. The Integer Group will also maintain regular communication and will trace activities with mass media to determine the extent of the use of public service materials for future planning and the analysis of the effectiveness of the messages. Integer will work with GTSB staff to update and redistribute previously produced materials and will continue to update and maintain the GTSB microsite, www.drivesmartiowa.com			
Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8 th Edition, 2015.			
Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating

Seat Belts and Child Restraints	Communications and Outreach/Supporting Enforcement	Paid media will be secured for the national mobilization periods with the occupant protection message/tagline of "Click It or Ticket" being utilized.	★★★★★
	Communications and Outreach/Strategies for Child Restraint and Booster Seat Use	Maintain the car seat calculator within the GTSB's microsite www.drivesmartiowa.com .	★★ For stand-alone programs not supporting enforcement.
Alcohol & Drug-Impaired Driving	Prevention, Intervention, Communications and Outreach/Mass-Media Campaigns	Paid media will be secured for the national mobilization periods with the impaired message/tagline of "Driver Sober or Get Pulled Over" being utilized.	★★★
	Prevention, Intervention, Communications and Outreach/Designated Drivers	-Continue to utilize previously developed PSAs focusing on impaired driving. PSAs available at www.drivesmartiowa.com .	★★
Speed	Communications and Outreach/Public Information Supporting Enforcement	Information will be maintained on the GTSB microsite www.drivesmartiowa.com .	★★★
Distracted and Drowsy Driving	Communications and Outreach/Drowsy Driving	A public service announcement for drowsy driving was developed in FFY 2016 and will continued to be utilized statewide and will be available on the GTSB microsite www.drivesmartiowa.com .	★
	Communications and Outreach/Distracted Driving	Information about distracted driving will be available on the GTSB microsite, www.drivesmartiowa.com .	★
Bicycle	Drivers and Bicyclists/Share the Road Awareness Programs	A brochure was develop in FFY 2015 to focus on diver awareness of bicycles. Distribution of those brochures will continue in FFY 2018.	★
Motorcycles	Communications and Outreach/Conspicuity and Protective Clothing	Information about motorcycle safety will be available on the GTSB microsite, www.drivesmartiowa.com .	★
	Communications and Outreach/Other Driver Awareness of Motorcycles	Information about motorcycle safety will be available on the GTSB microsite, www.drivesmartiowa.com .	★
Project Performance Measure(s):			
<ol style="list-style-type: none"> 1. Secure paid media for the national mobilizations utilizing "Click It or Ticket" and "Driver Sober or Get Pulled Over". 2. Maintain and expand traffic safety information and PSAs available on the GTSB microsite www.drivesmartiowa.com, 			

Project/Agency: Learfield Sports			Risk Assessment: Low
Project #: 18-405b - PM M1PE, Task 02-00-00			
Budget: \$175,000			
Amt. of Match: \$35,000	Indirect Cost: N/A	Local Benefit: \$0.00	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection:			
Learfield will work with the GTSB to help reach and educate nearly 2-million Iowans who follow college athletics about the highway safety problems in the state. Topic areas to include, but not limited to, impaired driving, child passenger safety information, teen drivers, distracted driving and bicycle safety. The Learfield project will be conducted in connection to athletic events at Iowa State University, the University of Iowa, and the University of Northern Iowa. Learfield will provide radio exposure, internet campaigns, signage and production and creative development for the above mentioned topics.			
Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8 th Edition, 2015.			
Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Alc. - & Drug-Imp. Driving	Prevention, Intervention, Communication and Outreach/Mass-Media Campaigns	NHTSA logos and taglines for impaired driving will be used in Learfield's media mix during athletic events at the University of Northern Iowa, Iowa State University, and the University of Iowa.	★★★
Seat Belts and Child Restraints	Communications and Outreach/Supporting Enforcement	NHTSA logos and taglines in regard to seat belt usage will be used in Learfield's media mix during athletic events at the University of Northern Iowa, Iowa State University, and the University of Iowa.	★★★★★
Project Performance Measure(s):			
1. Traffic safety signage and messaging will be provided with the estimated exposure numbers, including web exposure reported. Exposure numbers to include the number of times and dates each message was provided. Information will be reported on a monthly basis.			

Project/Agency: Des Moines Buccaneers			Risk Assessment: Low
Project #: 18-405b-M1*PM, Task 03-00-00			
Budget: \$3,000			
Amt. of Match: \$600	Indirect Cost: N/A	Local Benefit: \$0.00	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection:			
The grantee will announce three traffic safety messages at each of 30 home games of the Des Moines Buccaneers Hockey Team. Other traffic safety messages will be provided through public service announcements on the video board. A 3'x8' dasher board sign, website messaging. The Buccaneers will also support a "Designated Driver of the Game" program.			
Assessment of Traffic Safety Strategies: Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8 th Edition, 2015.			
Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating

Alc. Drug- Imp. Driving	Prevention, Intervention, Communications and Outreach/Mass-Media Campaigns	NHTSA logos and taglines for impaired driving will be used in the media mix during Des Moines Buccaneers home games.	★★★
Project Performance Measure(s):			
<ol style="list-style-type: none"> 1. Provide messages and signage at all home games of the Des Moines Buccaneers Hockey Team. Report estimated exposure. 2. Report website exposure during the season. 			

State Goals/Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Education Safety Strategies

Educating the public about traffic safety is an emphasis area within the SHSP. The focus supports the state’s aspirational goal to reduce fatalities to zero in Iowa. Through educational efforts, traffic safety partners will continue to provide information with the goal to discourage unsafe driving culture. The GTSB will incorporate the “Zero Fatalities” logo into presentations, educational items, and media opportunities as appropriate to support the multi-media education campaign efforts identified in the SHSP.

Paid Media: Program and Budget Summary

Project #	Project Name/Agency	Budget	Budget Source	
			405b	405d
18-405b-M1*PM, Task 02-00-00	Cedar Rapids Kernels	\$7,500	\$7,500	
18-405b-M1*PM, Task 04-00-00	Greater Des Moines Baseball	\$20,000	\$20,000	
18-405b-M1*PM, Task 05-00-00	IMG College – Drake	\$30,800	\$30,800	
18-405b-M1*PM, Task 06-00-00	Iowa Barnstormers	\$6,000	\$6,000	
18-405b-M1*PM, Task 07-00-00	Iowa Wild	\$8,000	\$8,000	
18-405b-M1*PM, Task 08-00-00	Krogman & Associates	\$10,150	\$10,150	
18-405b-M1*PM, Task 11-00-00	Waterloo Bucks	\$7,000	\$7,000	
18-405b-PM M1PE, Task 01-00-00	Alliance Sport Marketing	\$29,500	\$29,500	
18-405b-M1*PM, Task 04-00-00		\$49,500	\$49,500	
18-405b-M1*PM, Task 09-00-00	Radio Iowa News	\$95,000	\$95,000	
18-405b-M1*PM, Task 10-00-00	Screenvision Direct	\$44,609	\$44,609	
18-405b-PM M1PE, Task 03-00-00	The Integer Group	\$307,000	\$147,000	\$160,000
18-405d-M6OT, Task 36-00-00				
18-405b-PM M1PE, Task 02-00-00	Learfield Sports	\$175,000	\$175,000	
18-405b-M1*PM, Task 03-00-00	Des Moines Buccaneers	\$3,000	\$3,000	
TOTAL		\$793,059	\$633,059	\$160,000

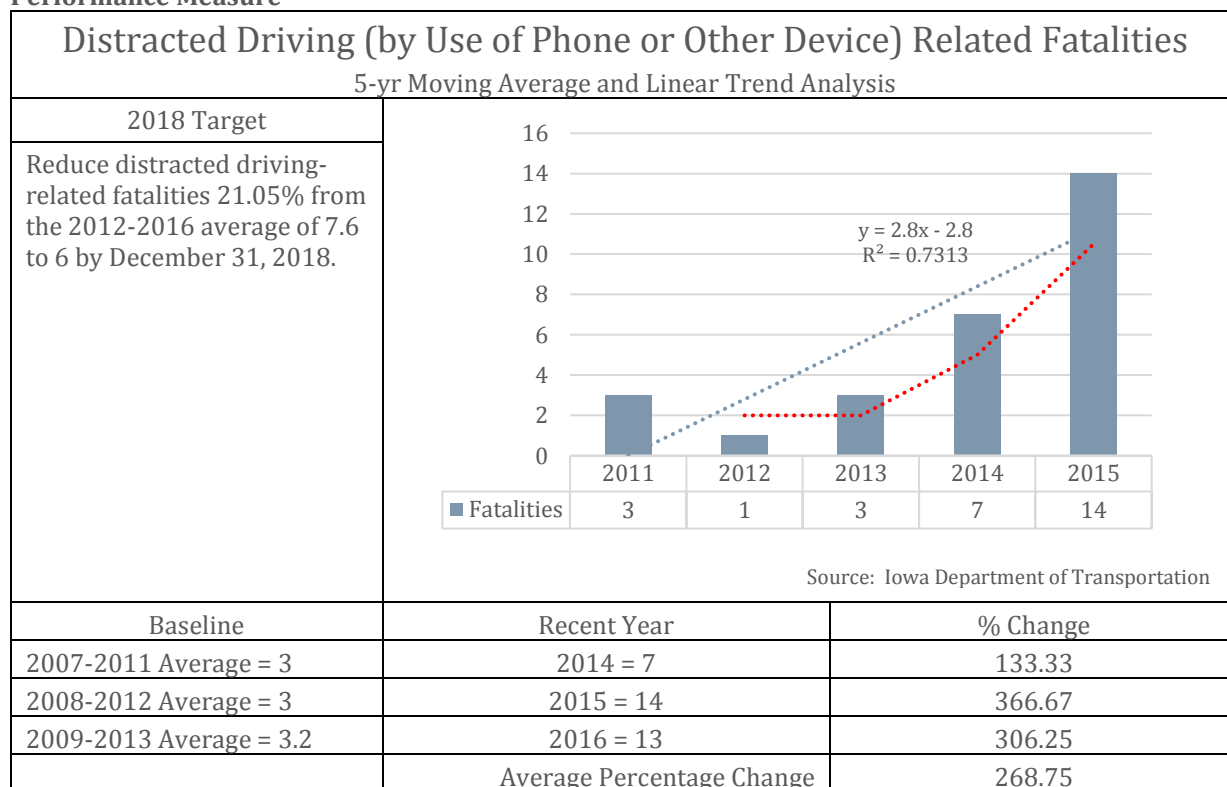
Distracted Driving

The GTSB takes an active role in providing education about distracted driving through various activities, venues, and through a varied media mix.

A desk-top driving simulator program was initiated in 2012 and continues to be a strong part of the educational component, especially in the area of youth. The simulator provides a hands-on approach which allows participants to understand how driving behaviors affect senses and reaction times. Cellular phone calls, text messages, and fatal vision goggles are incorporated during the driving experience.

Media and media relations are invaluable toward the overall objective to educate the public and to change driving behaviors. The GTSB utilizes numerous venues and mediums to raise awareness to the dangers of distracted driving including public service announcements, print, billboard, digital, and signage at athletic events. Section 405e funding will be utilized in FFY 2018 to provide for additional media/educational-related efforts.

Performance Measure



It should be noted that the dramatic increase in the number of distracted driving related fatalities may be due in part to the roll-out of a revised crash form by the Iowa Department of Transportation in January 2015. The revised form now contains specific field for additional information to be collected on distracted driving.

The average percent change from the most recent three year (2014-2016) in relation to a 5-year baseline period has been an increase of 268.75%. When dealing with small numbers and data which is considered variable, it is difficult to utilize baseline calculations.

The GTSB has set a goal to reduce distracted driving-related fatalities 21.05% from the 2011-2015 average of 7.6 to 6 by December 31, 2018. A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2018 goal.

Safety Measures and Objectives

Safety Measure	Objective(s)
Encourage law enforcement agencies to support enforcement and education of Iowa’s electronic device use/distracted driving law – primary texting bill.	Encourage law enforcement agencies to expand upon distracted driving in their educational presentations and outreach programs.
Provide education to the public about the perils of distracted driving.	Utilizing Section 405e funding, provide distracted driving educational messages/public service announcements.

State Goals/Coordination with Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan

Education Safety Strategy

Educating the public about traffic safety is an emphasis area within the SHSP. The focus supports the state’s aspirational goal to reduce fatalities to zero in Iowa. Through educational efforts, traffic safety partners will continue to provide information with the goal to discourage unsafe driving behaviors to ultimately improve the traffic safety culture. The GTSB will incorporate the “Zero Fatalities” logo into presentations, educational items, and media opportunities as appropriate to support the multi-media education campaign efforts identified in the SHSP.

Countermeasures

Project/Agency: Radio Iowa News			Risk Assessment: Low
Project #: 18-405e M8*DD, Task 01-00-00			
Budget: \$28,800			
Amt. of Match: \$5,760	Indirect Cost: N/A	Local Benefit: \$0.00	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection: Section 405e would provide funding to focus on distracted driving radio messages which could run on 117 rural radio stations. Many distractions occur on rural roads and drivers need to be especially focused on driving. Rural conditions vary as do the vehicles on the roadway. Hills and curves make for extra hazards as does dust and uncontrolled and/or blind intersections. The 117 station reach 91 of Iowa’s 99 counties. Funding would allow for approximately 9 additional weeks of radio messaging specific to distracted driving.			
Assessment of Traffic Safety Strategies: Based on NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 8 th Edition, 2015.			
Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating

Distracted & Drowsy Driving	Communications and Outreach/Distracted Driving	Through Radio Iowa, traffic safety messages will be developed and aired in regard to distracted driving. Messages may also include NHTSA taglines.	★
Project Performance Measure(s):			
1. Messages throughout the year will be aired on 117 Iowa radio stations with estimated exposure reported. Quarterly reports will be submitted.			

Project/Agency: Screenvision Direct			Risk Assessment:
Project #: 18-405e-M8*DD, Task 02-00-00			Low
Budget: \$20,893			
Amt. of Match: \$4,178	Indirect Cost: N/A	Local Benefit: \$0.00	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection:			
Screenvision is a sole-source for advertising within local movie theatres. Screenvision Direct could utilize additional funds to run Iowa’s previously produced distracted driving PSA “History of ad Ideas” on 107 screens in nine urban communities for more than the current three weeks their regular contract allows. Funding would all for approximately 9 additional weeks of messaging specific to distracted driving.			
Assessment of Traffic Safety Strategies: Based on NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 8 th Edition, 2015.			
Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Distracted & Drowsy Driving	Communications and Outreach/Distracted Driving	NHTSA taglines/logs and GTSB-produced public service announcements in regard to distracted driving will be used.	★
Project Performance Measure(s):			
1. Quarterly reports will be provided and will include PSAs delivered, the theatre location, and the dates/times the PSA was aired.			

Project/Agency: The Integer Group			Risk Assessment:
Project #: 18-405e-M8*DD, Task 03-00-00			Low
Budget: \$141,000			
Amt. of Match: \$28,200	Indirect Cost: N/A	Local Benefit: \$0.00	Maintenance of Effort: N/A
Problem Identification, Strategy Development, and Project Selection:			
The Integer Group will utilize Section 405e funding for additional paid media on distraction. The media mix will include radio, digital, and social media. Currently paid media obtained through The Integer Group is only one week in duration during the month of April (National Distracted Driving Awareness Month). Section 405e funding could expand distracted driving messaging for an additional 9 weeks.			
Assessment of Traffic Safety Strategies: Based on NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”. 8 th Edition, 2015.			

Area	Countermeasure	Explanation/Example/Planned Projects	Effectiveness Rating
Distracted & Drowsy Driving	Communications and Outreach/Distracted Driving	NHTSA taglines/logos and GTSB-produced public service announcements in regard to distracted driving will be used.	★
Project Performance Measure(s): 1. Quarterly reports will be provided and will include estimated exposure.			

Distracted Driving: Program and Budget Summary

Project #	Project Name/Agency	Budget	Budget Source 405e
18-405e-M8*DD, Task 01-00-00	Radio Iowa News (Learfield)	\$28,800	\$28,800
18-405e-M8*DD, Task 02-00-00	Screenvision Direct	\$20,893	\$20,893
18-405e-M8*DD, Task 03-00-00	The Integer Group	\$141,000	\$141,000
TOTAL		\$190,693	\$190,693

Planning and Administration

Planning and Administration (P&A) costs are those direct and indirect costs that are attributable to the management of the highway safety office. Staff and resources will be provided through Planning and Administration for the management of the federal highway safety funding awarded to the state of Iowa through the GTSB.

Countermeasure

Agency: GTSB – Planning and Administration Project: 18-402-MOPA, Task 00-00-01 Budget: \$190,000
Problem Identification, Strategy Development, and Project Selection:
Funding will support staff and resources to efficiently implement and manage the highway safety office to meet the goals to reduce crashes, injuries, and fatalities on Iowa roadways. Funding will cover administrative costs including salaries and related personnel benefits. Positions funded through Planning and Administration include the Bureau Chief, Financial Manager, and Grants Administrator.
Project Performance Measures(s):
1. Provide quality and timely program oversight and management.

Planning and Administration: Program and Budget Summary

Project #	Project Name/Agency	Budget	Budget Source 402
18-402-MOPA, Task 00-00-01	GTSB – Planning and Administration	\$190,000	\$190,000
	Total	\$190,000	\$190,000

Program Management

Program Management costs are those costs attributable to a program area. GTSB staff members have specific program areas of expertise. Program Management funding helps ensure the quality and timely management of projects which include the evaluation of risk and continuous monitoring and technical/analytical support. GTSB staff is committed to warrant the expenditures utilizing federal highway safety funding for the state of Iowa. Staff is committed to active involvement in meetings, conference, and trainings to maintain and strengthen professional relationships with traffic safety stakeholders throughout the state.

Planning and Administration: Program and Budget Summary

See project emphasis areas.

Iowa – State Demographics and Traffic Safety Culture

Iowa is ranked 23rd in the nation in regard area with a total of 45,271 square miles. There are 114,000 miles of public roadways in the state. Due to the state’s central geographic location, Iowa is well suited to support strong commerce. Interstate 35 and Interstate 80 are major coast to coast interstates which pass through Iowa.

Iowa’s population is approximately 3,046,355 (2010 U.S. Census). The state is divided into 99 counties with 948 municipalities.



It is important to consider traffic safety culture when implementing traffic safety projects. Traffic safety culture describes the social and cultural environment influencing crashes which includes values, beliefs, and overall behavior. Traffic safety in the United States involves entities from a national perspective, to include drivers, passengers, motorcyclists, pedestrians, and bicyclists. Iowa has an aspirational goal of “Zero Fatalities”, and as such has adopted the “Zero Fatalities” logo as a statewide collaborative initiative supported through the State Strategic Highway Safety Plan. To make changes in traffic safety culture, a long-term vision is required and efforts must be of a cyclical, repetitive nature.



FFY 2018 Highway Safety Plan – Attachments

ATTACHMENT A Risk Assessment Form

ATTACHMENT B Evidence-Based Traffic Safety Enforcement Plan



MSSION STATEMENT OF THE GOVERNOR’S TRAFFIC SAFETY BUREAU

“TO IDENTIFY TRAFFIC SAFETY PROBLEMS AND THEREON DEVELOP AND IMPLEMENT TRAFFIC SAFETY PROGRAMS DESIGNED TO REDUCE DEATH AND SERIOUS INJURY ON IOWA’S STREETS AND HIGHWAYS THROUGH PARTNERSHIPS WITH LOCAL, COUNTY, STATE AND PRIVATE SECTOR AGENCIES.”

Governor's Traffic Safety Bureau

Iowa Department of Public Safety

215 E 7th Street, 3rd Floor

Des Moines, IA 50319

Tel 515/725-6123

Fax 515/725-6133

gtsb@dps.state.ia.us

www.iowagtsb.org



Risk Assessment – Funding Proposal Review

Funds applied for: (circle applicable) 402, 405b, 405c, 405d, 405f, Requested Amount \$ _____

Agency Name: _____

Agency Type: (circle one) City PE*, County PE, State PE, (LE / University / Health / Media), 501(c)3 Non-profit

Size of the organization (# Officers if LE agency): _____

Is the applicant a prior or current grantee? Yes _____ No _____. If yes, provide most recent grant:

Contract Number: _____, Contract Dollar Amount \$ _____

Submitted on-time reports? (Check appropriate) Majority (80-100%) of the time: _____ Most (50-80%) of the time: _____ Sometime: 50% < _____

Accurate/complete claims? (Check appropriate) Majority (80-100%) of the time: _____ Most (50-80%) of the time: _____ Sometime: 50% < _____

Major negative findings during a site visit(s)? Yes _____ No _____, details _____

Has the agency had any audit finding related to GTSB funds? Yes _____, No _____, details: _____

Has agency been suspended/disbarred? Check at: <https://www.sam.gov/portal/SAM/###11>

Yes _____, No _____, details _____

Any unresolved contractual problem(s)? Yes _____ No _____, details _____

Public awareness efforts? Yes _____ No _____, Earned media? If yes, explain: _____

Level at which program objectives were met (if current contractor):

% enforced OT hours used to date: _____ % Impaired contacts to date: _____

% prior FFY funds utilized: _____; If not 100%, detail: _____; % Occupant Protection (seatbelt) contacts to date: _____

GTSB-funded equipment purchased in the last 5 years (*attach list if yes*): Y _____ N _____

Equipment >\$5K purchased or disposed of IAW NHTSA policy? Y _____ N _____ (If no explain): _____

Does agency have a new GTSB contact? Yes _____ No _____. Is guidance needed? Yes _____ No _____

Overall Risk: (check appropriate level)

Low Risk: (On time reports; Active Participation 75-100%; Minimal Errors, etc.) _____

Medium Risk: (Generally on time reports; 50-75% Participation; Some errors, etc.) _____

High Risk: (Continually late reports; 0-50% Participation; Continuous errors, etc.) _____

(Explain below if Medium or High Risk)

PA Remarks:

Is the agency's proposal recommended for funding? Yes _____ at \$ _____, No _____

PA Signature _____ Date _____

*PE- Public Entity



EVIDENCE-BASED TRAFFIC SAFETY ENFORCEMENT PLAN

FFY 2018

Iowa Department of Public Safety / Governor's Traffic Safety Bureau

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Background

The state of Iowa understands the importance of data and utilizes such as the foundation for highway safety. Iowa's traffic records system includes six core datasets – Crash, Vehicle, Driver, Roadway, Citation/Adjudication, and EMS/Injury Surveillance. The six datasets are continually reviewed for accuracy, completeness, timeliness, uniformity, accessibility and integration. Specifically in the area of enforcement, accurate and complete data are vital to help target problematic areas, identify behavioral causation, and for the effective deployment of law enforcement officers.

Law enforcement partners play a significant role in the goal of reducing traffic deaths, serious injuries, and property damage. The Governor's Traffic Safety Bureau (GTSB) maintains strong partnerships with law enforcement through the state. Overtime funding supports enforcement efforts in the areas of occupant restraints, impaired driving, speed, and other traffic violations. Enforcement deployment is determined by data in regard to problematic times and locations. In addition to overtime enforcement efforts, many agencies receive funding to support overtime for educational purposes. Such on-going partnerships allow for programs through the state, all with the common goal to reduce fatalities and serious injuries on Iowa roadways. Traffic safety efforts are conducted with a goal to change unsafe driving behaviors, which in turn will ultimately improve the overall traffic safety culture.

Mission Statement of the Governor's Traffic Safety Bureau

“TO IDENTIFY TRAFFIC SAFETY PROBLEMS AND THEREON DEVELOP AND IMPLEMENT TRAFFIC SAFETY PROGRAMS DESIGNED TO REDUCE DEATH AND SERIOUS INJURY ON IOWA'S STREETS AND HIGHWAYS THROUGH PARTNERSHIPS WITH LOCAL, COUNTY, STATE, AND PRIVATE SECTOR AGENCIES.”

Goals

Goals within the GTSB’s Evidence-Based Traffic Safety Enforcement Plan are consistent with the Highway Safety Plan and correlate with the goals and strategies of the State Strategic Highway Safety Plan. Goals for traffic fatalities, fatalities by 100M vehicle miles traveled, and serious injuries are also consistent the state’s collaborative safety targets as required in the FAST-Act.

Goals consistent with HTSA’s Performance and Behavioral Measures are identified below:

Traffic Fatalities	<p>Collaborative SHSP Target: Reduce traffic fatalities 15% from the 2007-2011 average of 396 to 337 by January 1, 2020.</p> <p>Collaborative Annual HSIP/HSP Target: 2014-2018 Target = 367.9</p>
Serious Injuries	<p>Collaborative SHSP Target: Reduce serious injuries 15% from the 2007-2011 average of 1,717 to 1,459 by January 1, 2020.</p> <p>Collaborative Annual HSIP/HSP Target: 2014-2018 Target = 1,562.2</p>
Fatalities by 100M Vehicle Miles Traveled	<p>Collaborative Annual HSIP/HSP Target – Fatalities Per 100M VMT = 2014-2018 = 1.080</p> <p>Rural Fatalities Per 100M VMT: Reduce rural fatalities per 100 million vehicle miles traveled (100M VMT) 4.25% from the 2011-2015 average of 1.41 to 1.35 by December 31, 2018.</p> <p>Urban Fatalities Per 100M VMT: Reduce urban fatalities 100 million vehicle miles traveled (100M VMT) 9.09% from the 2011-2015 average of 2011-2015 by December 31, 2018.</p>
Unrestrained Passenger Vehicle Occupant Fatalities	Reduce unrestrained vehicle occupant fatalities 9.25% from the 2011-2015 average of 105 to 95 by December 31, 2018.
Alcohol-Impaired Driving Fatalities	Reduce alcohol-impaired driving fatalities 3.33% from the 2011-2015 average of 90 to 87 by December 31, 2018.
Speeding-Related Fatalities	Reduce speeding-related fatalities 5.36% from the 2011-2015 average of 56 to 53 by December 31, 2018.
Motorcyclist Fatalities	Reduce motorcyclist fatalities 2.17% from the 2011-2015 average of 46 to 45 by December 31, 2018.
Unhelmeted Motorcyclist Fatalities	Reduce unhelmeted motorcyclist fatalities 2.77% from the 2011-2015 average of 36 to 35 by December 31, 2018.
Drivers Age 20 or Younger Involved in Fatal Crashes	Reduce drivers age 20 or younger involved in fatal crashes 4.17% from the 2011-2015 average of 48 to 46 by December 31, 2018.
Pedestrian Fatalities	Reduce pedestrian fatalities 4.55% from the 2011-2015 average of 22 to 21 by December 31, 2018.
Bicyclist Fatalities	Reduce bicyclist fatalities 25% from the 2011-2015 average of 4 to 3 by December 31, 2018.

Seat Belt Usage Rate	Increase the statewide safety belt usage rate .213% from the 2016 observational survey rate of 93.8% to 94.0% for the 2018 survey.
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Problem Identification/Eligibility for Section 402 and 405 Funding/“Top 22” and “Top 40”

Annually a Problem Identification analysis is conducted to determine Iowa’s most problematic areas. Crash data is reviewed and analyzed for each of Iowa’s 99 counties. *Iowa Administrative Code 661 – Chapter 20* specifies the inclusion of the following criteria to rank Iowa’s counties:

- a) Fatal crashes by county
- b) Personal injury crashes by county
- c) Serious personal injury crashes by county
- d) Alcohol-related fatal crashes by county
- e) Alcohol-related personal injury crashes by county
- f) Vehicle miles of travel by county
- g) Serious traffic offenses by county
- h) Fatal and injury crashes involving motorcycles by county
- i) Fatal and injury crashes involving pedestrians and bicycles by county

For evaluation purposes, the nine data elements are given equal weight as the *Administrative Code* does not specify any particular emphasis on individual elements. The state has adopted the recommendation of the National Highway Traffic Safety Administration (NHTSA) to utilize the last three years of data for the Problem Identification analysis. The Problem Identification process is the foundation used by the state to help determine eligibility for Section 402 and 405d funding based on the composite rankings.

Data in each category is totaled and ranked in relationship to the other counties throughout the state in each of the nine identified categories from the highest number of occurrences to the lowest. For example, if the three years of data indicate that County X experienced an average of 30 fatal crashes, the highest in the state, then County X would be ranked number one in the fatal crashes problem category. If County Y averaged 15 fatal crashes over the same three-year period and that was the 12th highest amongst the 99 counties, the County Y would be ranked 12th in the area of fatal crashes.

After all categories have been analyzed, the problem ranking for each of Iowa’s 99 counties are averaged and compared which provides for a composite ranking for each county. The composite ranking is used to determine the relative ranking in each of the categories to determine the county’s overall ranking. The overall ranking identifies the counties with the highest occurrence of traffic problems. From this process, the “Top 22” counties (the 22 counties with the highest composite ranking) are identified as eligible for Section 402 funding.

“Top 22” Problem Identification Counties FFY 2018



- | | |
|-------------|---------------|
| Black Hawk | Linn |
| Boone | Mahaska |
| Cedar | Marion |
| Cerro Gordo | Marshall |
| Clinton | Polk |
| Dallas | Pottawattamie |
| Des Moines | Scott |
| Dubuque | Story |
| Jasper | Warren |
| Johnson | Webster |
| Lee | Woodbury |

A similar analysis is completed beyond the “Top 22” counties to provide a composite ranking in the area of impaired driving. Section 405d funding eligibility is based on the county’s ranking in the areas of alcohol-related fatal crashes by county, alcohol-related personal injury crashes by county and serious traffic offenses (OWI revocations) by county. Through this process, the “Top 40” problem-related counties are identified for Section 405d eligibility.

“Top 40” Problem Identification Counties FFY 2018



- | | | |
|-------------|-----------|---------------|
| Benton | Hardin | Polk |
| Black Hawk | Henry | Pottawattamie |
| Boone | Jackson | Scott |
| Buena Vista | Jasper | Sioux |
| Carroll | Johnson | Story |
| Cass | Jones | Tama |
| Cedar | Lee | Wapello |
| Cerro Gordo | Linn | Warren |
| Clayton | Mahaska | Washington |
| Clinton | Marion | Webster |
| Dallas | Marshall | Winneshiek |
| Delaware | Mills | Woodbury |
| Des Moines | Monona | |
| Dubuque | Muscatine | |

Once the Problem Identification is complete, agencies within counties identified as “Top 22” or “Top 40” are notified of funding eligibility. All GTSB funding applications and proposals must include:

1. A problem statement/objective that describes the highway safety problem(s) to be addressed;
2. The proposed activities and/or services to be provided that will positively impact the problem;
3. Performance measures to assess the program’s success in attaining its objectives; and
4. A budget including the various program elements (personal services, commodities, equipment, and contractual services) to be funded and the corresponding funding amount being requested for each item as well as the total requested amount of funding.

GTSB Program Administrators are responsible to review all applications weighing the risk assessment of the agency and its proposed project(s). If the applicant is a current grantee, the past performance is reviewed for completeness and timeliness of reports and claims, no negative findings during site visits or unresolved problems, the level at which program objectives were met (such as crash reduction) , as well as the overall success of the past and current grant(s). The Program Administrators also analyze the percentage of prior funds utilized, previous equipment purchases, and the size of the organization and its willingness to work with other agencies. If the agency’s contact is new to traffic safety and/or GTSB grant funding, the Program Administrator may need to provide extra guidance during the project period. With all of this information, the proposed project is reviewed for funding and a risk assessment is conducted. The applicant agency is assessed as “low”, “medium” or “high” risk. A copy of the risk assessment form is provided in ATTACHMENT A.

Impaired Driving Coalition

In 2016 Iowa formed an Impaired Driving Coalition to address the high percentage of impaired driving fatalities in the state. The Coalition includes key stakeholders representing law enforcement, criminal justice systems, prosecution, adjudication, probation, driver licensing, substance use disorder treatment, ignition interlock programs, data and traffic records, public health, education, victim advocates, and communications. The diverse representation allows for a wide range of perspectives, expertise and experiences to be discussed and considered.

On April 12, 2016, Governor Terry E. Branstad signed a proclamation supporting and recognizing the importance of addressing the perils of impaired driving with the primary purpose to develop a statewide impaired driving plan.

NHTSA also strongly suggested Iowa implement an impaired driving coalition as the state’s alcohol-impaired fatality rate per 100 million vehicle miles traveled (100M VMT) was climbing toward 30%. Should Iowa reach a rate of 30% or higher, the state would be required to have a coalition in place pursuant to the Fixing America’s Surface Transportation (FAST) Act.

During 2016 the Coalition members discussed an array of issues and recognized impaired driving as a statewide problem with no single solution. As such, a comprehensive plan was developed presenting 66 recommendations to help direct projects to make an impact in this traffic safety area.

Special Enforcement and Projects

Overtime enforcement projects throughout the state are supported by Section 402 and 405d funding. Enforcement projects planned for FFY 2018 are identified below:

High Visibility Enforcement

Section 402 and 405 funding will help support overtime efforts for law enforcement. The goal of high visibility enforcement is deter unsafe driving decisions to ultimately change traffic safety culture and promote positive driving behaviors. High visibility enforcement is included as a primary emphasis area of the State Strategic Highway Safety Plan.

Iowa also plans to participate in a NHTSA Region 7 corridor event being planned for April 2018.

sTEP Waves and National Mobilizations

Iowa's sTEP (special Traffic Enforcement Program) allows for every law enforcement agency across the state not receiving other funding through the GTSB to be a partner in enforcement waves and other national mobilization projects such as "Click It or Ticket" and "Drive Sober or Get Pulled Over". The sTEP program allows funding for the smaller, rural communities. Grantees under sTEP are required to work five scheduled enforcement waves in addition to conducting observational seat belt usage surveys before and after each wave to help measure the impact and success of the enforcement waves. For FFY 2018, 174 agencies will contract with the GTSB to participate in sTEP. Other law enforcement agencies in the state are also highly encouraged to provide extra enforcement efforts during the sTEP waves and national mobilization periods.

The GTSB purchases special media during the "Click It or Ticket" and "Drive Sober or Get Pulled Over" national mobilizations. NHTSA media models are utilized during these times and the state-level purchases are coordinated with national media plans during the mobilization periods.

High Five Rural Traffic Safety Project

The High Five Rural Traffic Safety Project was initiated in the state in 2014. The first three years of the project, including the pilot year, focused on seat belt usage. Since rural traffic fatalities remain high within the state, it has been determined to continue a rural-focused project. In FFY 2018, the emphasis of the project will be on rural counties with high alcohol-related crashes, fatalities, and injuries. Funding will be provided to five rural county sheriff's offices, who, with the support of the Iowa State Patrol, will focus on enforcement and educational efforts geared toward impaired driving. The High Five project is designed as a multi-agency effort so engineering will also be a component of the effort with Road Safety Audits being conducted in each of the counties. Through the Road Safety Audits, each county will be provided with low cost engineering improvement recommendations.

Special Data Requests and Reports/Web-Based Analysis Tool

The GTSB, law enforcement agencies, and other interested parties can submit data requests to the Iowa Department of Transportation or to the Iowa Traffic Safety Data Service (ITSDS) at Iowa State University. ITSDS provides agencies, organizations, and individuals with crash data analysis resources in Iowa. ITSDS is for anyone who needs to examine crash data to make decisions about funding, improving roads, implementing enforcement, writing reports and proposals, designing presentations, or increasing traffic safety awareness. Data can be provided in numerous formats including data tables, images, and maps. Goals of ITSDS include: 1) Addressing "on-demand" requests for crash data analysis, 2) Conducting semi-regular analyses for various agencies, 3) Conducting analyses for special projects, and 4) Accommodating the frequent and more complex data required of the Iowa Department of Transportation, Office of Traffic

and Safety. Examples of maps, reports and analyses reports utilized in Iowa are attached at the end of this document (ATTACHMENT B).

Other Miscellaneous Data Utilized

FARS/NHTSA Reports and Publications

Data maintained by NHTSA's Fatality Analysis and Reporting System (FARS) in addition to other NHTSA reports and publications are utilized to help set strategies are determine goals and objectives in enforcement efforts. NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015, is also a resource utilized in the state.

Traffic Safety Data Analysis (TSDA) Website/www.iowa.dot.gov/tsda.index.html

Through members of the Statewide Traffic Records Coordinating Committee, Iowa's TSDA website was developed and launched in the fall of 2014. The TSDA site is part of the Iowa Department of Transportation's official website, www.iowadot.gov/tsda.index.html. The TSDA site includes crash, roadway, driver, vehicle, injury surveillance/EMS, and citation/adjudication data. Static reports from the six core datasets are available. Efforts are being made to continually update the TSDA site as newer data and reports become available.

Web-Based Analytical Tool

The Iowa Department of Transportation continues the development of a web-based analytical tool (web-SAVER), <https://saver.iowadot.gov> which will be easily accessible for agency use.

Other Information Considered in Enforcement Efforts

Observational Safety Belt Surveys

Observational safety belt surveys are conducted throughout the state. Law enforcement partners under Section 402 conduct jurisdictional surveys in March and September of each funded year with the exception of sSTEP agencies who conduct pre-and post-surveys which each of the scheduled waves. Law enforcement agencies report survey information to the GTSB.

The Annual Statewide Observational Seat Belt Survey is conducted by Iowa State University, Center for Survey Statistics and Methodology. The methodology in which the survey is conducted is in accordance with NHTSA's uniform criteria for state observational surveys and was last approved on February 21, 2017. The subsample for the survey is drawn from 70 of Iowa's 99 counties. The results of this survey provide Iowa's official usage rate as reported to NHTSA. The 2016 statewide observational survey concluded Iowa's usage rate at 93.8%, yet in 2016, 41.31% passenger vehicle occupant fatalities in the state were unbelted with an additional 8.20% listed as "unknown" in regard to belt usage. The importance of belt usage will be emphasized in enforcement and educational efforts in FFY 2018.

Public Awareness/Attitude Surveys

Since 2010, Iowa has conducted a Public Awareness/Attitude Survey to evaluate the effectiveness of media campaigns specific to national mobilizations and high visibility enforcement efforts. The survey is conducted annually in accordance with the recommendations set forth and agreed upon by the NHTSA-

GHSA (Governor's Highway Safety Association) Working Group¹. The goal of the annual survey is to focus on driving patterns and to evaluate the effectiveness of media campaigns that are concentrated around national mobilizations. Iowa State University Center for Survey Statistics and Methodology conducts the annual survey in five Iowa Department of Transportation Driver Licensing Stations. The survey is designed to be self-administered and self-reported. A minimum of 500 surveys will be collected from Iowa licensed drivers. After conducting the surveys, Iowa State University will compile the results and provide to the GTSB.

Media/Community Outreach/Communications

Enforcement grantees are encouraged to provide press releases and work with their local media when conducting a special enforcement project. When the attention of the media is captured, subsequent coverage will enhance enforcement and educational activities. Media involvement can help create credibility which can be influential when incorporated as part of the comprehensive approach to traffic safety such relationships with the media are invaluable. Efforts with the media provide for a venue where information, including data, can be shared with the overall goal to change driver behaviors.

Paid media is the mechanism the STBS uses to deliver special messages for a particular target audience. Through purchasing of advertising time, there is a guarantee the message will be aired a specific times and on specific stations. Media models created by NHTSA are used by the GTSB during the national mobilization events such as "Click It or Ticket" and "Drive Sober or Get Pulled Over". State-level purchases are coordinated with national media plans during the mobilization periods.

Social media continues to be a means of interaction where people create, share, and exchange information virtually. Social media captures a diverse audience. The GTSB and other traffic safety partners use social media sites to post traffic safety information. Information posted includes data, news articles, press releases, photos, and information on high visibility enforcement efforts.

Law enforcement agencies that receive Section 402 funding (excluding sSTEP), are required to conduct 12 educational events during the year.

Monitoring and Evaluation

Project monitoring is a process used to assess progress and problems. Monitoring can ensure performance goals are being achieved and ensure compliance with federal requirements. The process of monitoring is circular and continuous.

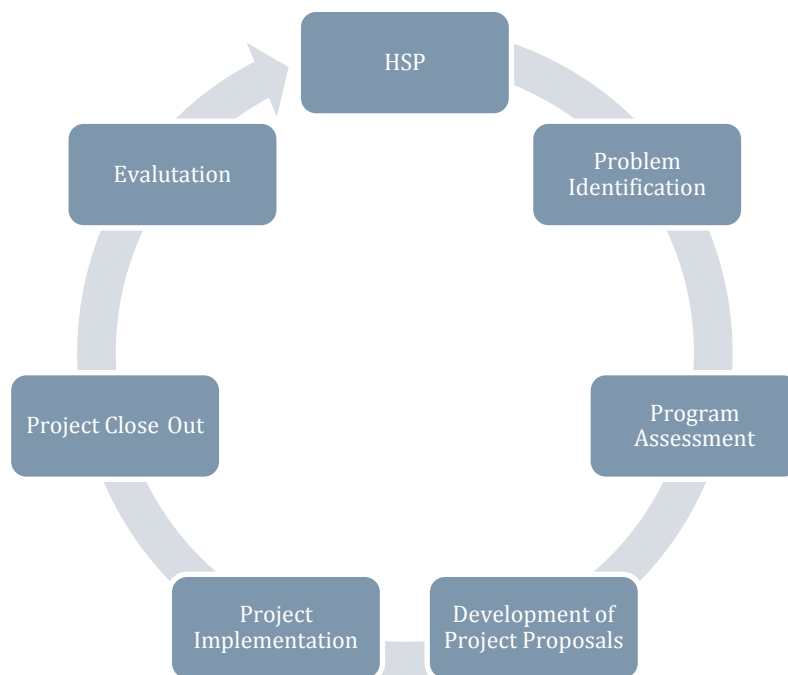
The ultimate goal of all traffic safety programs sponsored by the GTSB is to reduce death and injuries on Iowa's roads. In order to document efforts are being carried out, the GTSB must ensure information related to a project is recorded and received for review. This is considered extremely important as it is a way to record program successes, exchange information, and document efforts.

During the program year, GTSB Program Administrators conduct site visits and track the progress of agencies to ensure they are achieving goals and objectives. Program Administrators also make sure activity reports, claims, trip reports, and other contractually required information is received by the GTSB in a timely and accurate manner. There is continuous follow-up and adjustment of the enforcement plan. If a

¹ Traffic Tech-Technology Transfers Series, "Public Awareness Survey Recommendations of the NHTSA-GHSA Working Group", No. 397, October 2010.

trend or particular shortcoming is identified, enforcement partners are encouraged to make adjustments to address such areas.

Evaluation is conducted at the end of the project and helps determine if a project achieved the goals and objectives. The evaluation process helps measure the effectiveness of countermeasures used in a project area.



Attachments

ATTACHMENT A	Risk Assessment Form
ATTACHMENT B	Data Examples - ITSDS

Governor's Traffic Safety Bureau

Iowa Department of Public Safety

215 E 7th Street, 3rd Floor

Des Moines, IA 50319

Tel 515/725-6123

Fax 515/725-6133

gtsb@dps.state.ia.us

www.iowagtsb.org



Risk Assessment – Funding Proposal Review

Funds applied for: (circle applicable) 402, 405b, 405c, 405d, 405f, Requested Amount \$_____

Agency Name: _____

Agency Type: (circle one) City PE*, County PE, State PE, (LE / University / Health / Media), 501(c)3 Non-profit

Size of the organization (# Officers if LE agency): _____

Is the applicant a prior or current grantee? Yes _____ No _____. If yes, provide most recent grant:

Contract Number: _____, Contract Dollar Amount \$_____

Submitted on-time reports? (Check appropriate) Majority (80-100%) of the time: _____ Most (50-80%) of the time: _____ Sometime: 50% < _____

Accurate/complete claims? (Check appropriate) Majority (80-100%) of the time: _____ Most (50-80%) of the time: _____ Sometime: 50% < _____

Major negative findings during a site visit(s)? Yes _____ No _____, details _____

Has the agency had any audit finding related to GTSB funds? Yes _____, No _____, details: _____

Has agency been suspended/disbarred? Check at: <https://www.sam.gov/portal/SAM/##11>

Yes _____, No _____, details _____

Any unresolved contractual problem(s)? Yes _____ No _____, details _____

Public awareness efforts? Yes _____ No _____, Earned media? If yes, explain: _____

Level at which program objectives were met (if current contractor):

% enforced OT hours used to date: _____ % Impaired contacts to date: _____

% prior FFY funds utilized: _____; If not 100%, detail: _____; % Occupant Protection (seatbelt) contacts to date: _____

GTSB-funded equipment purchased in the last 5 years (attach list if yes): Y _____ N _____

Equipment >\$5K purchased or disposed of IAW NHTSA policy? Y _____ N _____ (If no explain): _____

Does agency have a new GTSB contact? Yes _____ No _____. Is guidance needed? Yes _____ No _____

Overall Risk: (check appropriate level)

Low Risk: (On time reports; Active Participation 75-100%; Minimal Errors, etc.) _____

Medium Risk: (Generally on time reports; 50-75% Participation; Some errors, etc.) _____

High Risk: (Continually late reports; 0-50% Participation; Continuous errors, etc.) _____

(Explain below if Medium or High Risk)

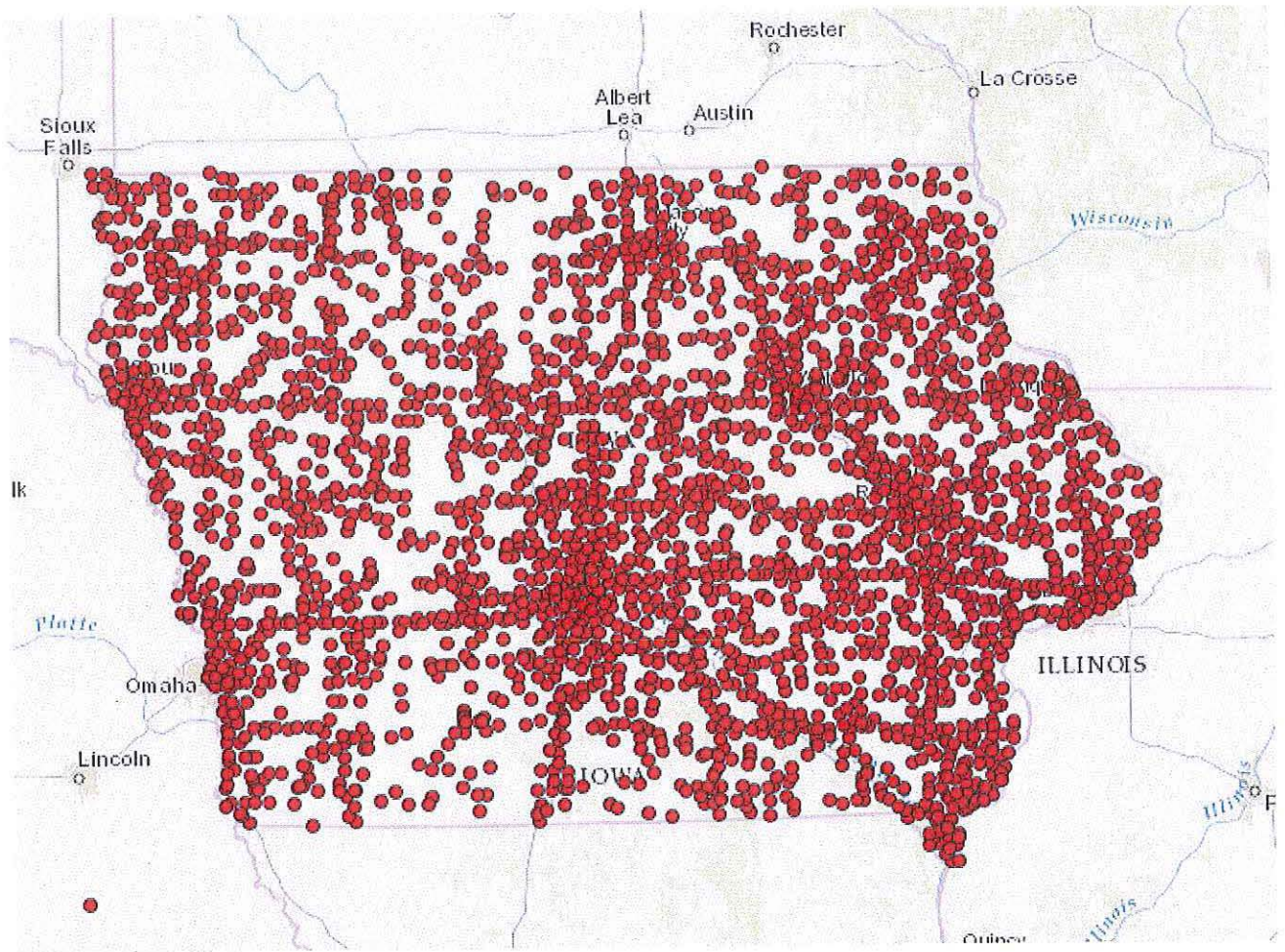
PA Remarks:

Is the agency's proposal recommended for funding? Yes _____ at \$ _____, No _____

PA Signature _____ Date _____

*PE- Public Entity

ATTACHMENT B





Quick Report

Crash Incidence Summary	
Fatal	859
Major Injury	3,714
Minor Injury	13,872
Possible/Unknown	24,442
Property Damage Only	113,760
	156,647

Injury Status Summary	
Fatal	958
Suspected serious/incapacitating	4,534
Suspected minor/non-incapacitating	18,141
Possible (complaint of pain/injury)	31,068
Uninjured	195,161
Unknown	2,727
	252,589

Property	Total:	959,887,814.00
Damage	Average:	6,127.71

Average	Fatalities/Fatal Crash	1.12
Severity	Fatalities/Crash	0.01
	Injuries/Crash	0.34

Crash Criteria

Jurisdiction: Statewide
Year: 2013, 2014, 2015
Map Selection: No
Filter: None

Manner of Crash/Collision Impact	
Non-collision (single vehicle)	46,100
Head-on (front to front)	3,184
Rear-end (front to rear)	38,397
Angle, oncoming left turn	8,782
Broadside (front to side)	27,491
Sideswipe, same direction	15,752
Sideswipe, opposite direction	3,400
Rear to rear	187
Rear to side	1,031
Not Reported	9,346
Other (explain in narrative)	1,003
Unknown	1,973
	156,646

Surface Condition Summary	
Dry	95,665
Wet	18,185
Ice/frost	8,783
Snow	12,490
Slush	1,964
Mud, dirt	2,232
Water (standing or moving)	60
Sand	33
Oil	6
Gravel	1,027
Not Reported	14,848
Other (explain in narrative)	338
Unknown	1,016
	156,647

Major Cause Summary

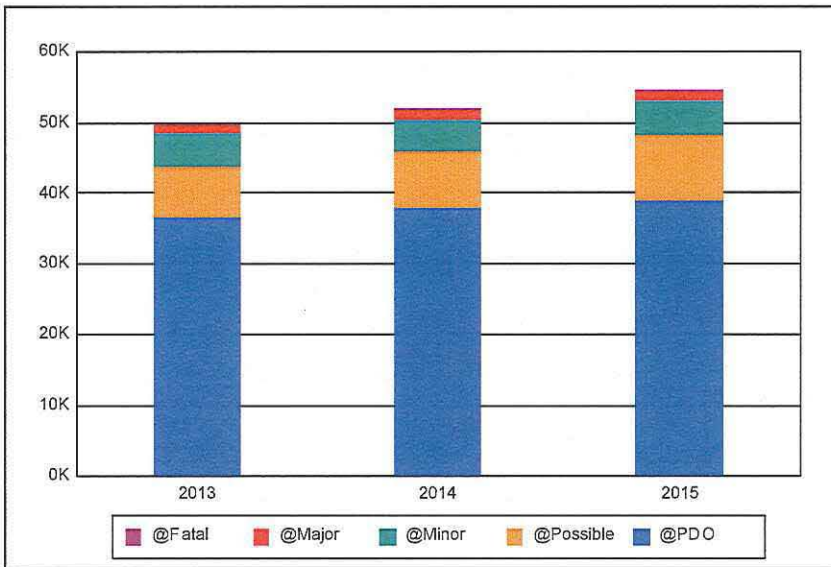
19,733 Animal	5,200 Ran Traffic Signal
4,292 Ran Stop Sign	76 Failed to yield to emergency vehicle
1,458 FTYROW: At uncontrolled intersection	354 FTYROW: Making right turn on red signal
8,627 FTYROW: From stop sign	901 FTYROW: From yield sign
7,045 FTYROW: Making left turn	2,949 FTYROW: From driveway
1,042 FTYROW: From parked position	433 FTYROW: To pedestrian
3,083 FTYROW: Other (explain in narrative)	11 Drove around RR grade crossing gates
59 Disregarded RR Signal	6,578 Crossed centerline (undivided)
287 Crossed median (divided)	538 Traveling wrong way or on wrong side of road
110 Aggressive driving/road rage	9,744 Driving too fast for conditions
1,311 Exceeded authorized speed	1,789 Improper or erratic lane changing
2,937 Operating vehicle in an reckless, erratic, careless, negligent manner	14,596 Followed too close
47 Passing: On wrong side	32 Passing: Where prohibited by signs/markings
71 Passing: With insufficient distance/inadequate visibility	78 Passing: Through/around barrier
222 Passing: Other passing (explain in narrative)	3,324 Made improper turn
749 Driver Distraction: Manual operation of an electronic communication device	91 Driver Distraction: Talking on a hand-held device
9 Driver Distraction: Talking on a hands free device	177 Driver Distraction: Adjusting devices (radio, climate)
101 Driver Distraction: Other electronic device activity	448 Driver Distraction: Passenger
47 Driver Distraction: Unrestrained animal	578 Driver Distraction: Reaching for object(s)/fallen object(s)
754 Driver Distraction: Inattentive/lost in thought	1,057 Driver Distraction: Other interior distraction
557 Driver Distraction: Exterior distraction	8,210 Ran off road - right
751 Ran off road - straight	4,416 Ran off road - left
8,469 Lost Control	6,238 Swerving/Evasive Action
578 Over correcting/over steering	295 Failed to keep in proper lane
21 Failure to signal intentions	11 Traveling on prohibited traffic way
3 Vehicle stopped on railroad tracks	947 Other (explain in narrative): Vision obstructed
44 Other (explain in narrative): Improper operation	47 Other (explain in narrative): Disregarded Warning Sign
33 Other (explain in narrative): Disregarded signs/road markings	2 Other (explain in narrative): Illegal off-road driving
106 Downhill runaway	213 Separation of units
7 Towing Improperly	141 Cargo/equipment loss or shift
446 Equipment failure	25 Oversized Load/Vehicle
6 Other (explain in narrative): Getting off/out of vehicle	8 Failure to dim lights/have lights on
2,076 Improper Backing	326 Illegally Parked/Unattended
13 Driving less than the posted speed limit	88 Operator inexperience
9,505 Other (explain in narrative): Other	9,016 Unknown
2,555 Other (explain in narrative): No improper action	



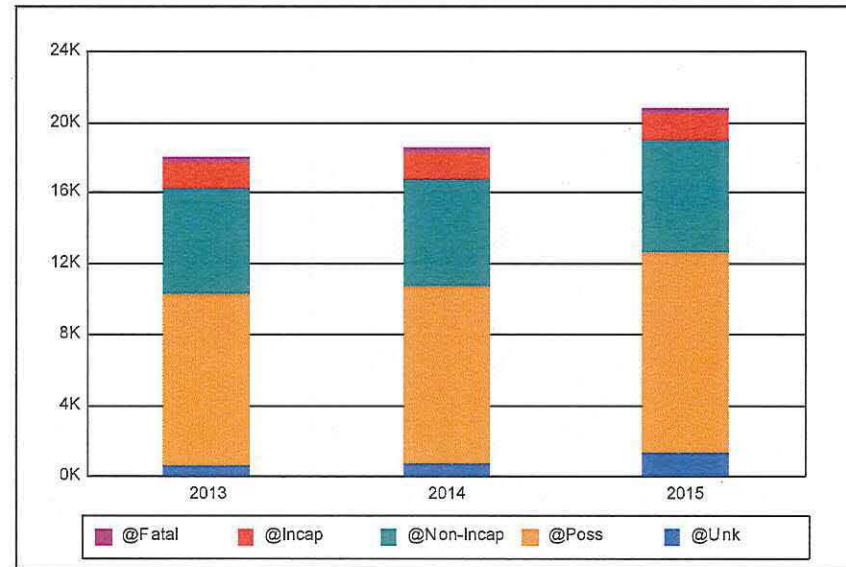
Quick Report

Crash Time of Day Summary															
	00:00	02:00	04:00	06:00	08:00	10:00	12:00	14:00	16:00	18:00	20:00	22:00			
	01:59	03:59	05:59	07:59	09:59	11:59	13:59	15:59	17:59	19:59	21:59	23:59	Total	%	
Sunday	1,373	1,146	770	740	949	1,539	1,970	1,975	2,066	1,862	1,593	924	16,907	10.79	
Monday	489	375	717	2,596	2,389	2,136	2,651	3,370	3,897	2,184	1,441	829	23,074	14.73	
Tuesday	504	372	716	2,788	2,554	1,966	2,496	3,180	4,069	2,119	1,525	891	23,180	14.80	
Wednesday	515	359	658	2,559	2,297	2,044	2,653	3,120	3,921	2,204	1,535	900	22,765	14.53	
Thursday	608	435	656	2,207	2,045	2,158	2,500	3,383	4,303	2,240	1,677	1,110	23,322	14.89	
Friday	693	511	654	2,346	2,257	2,276	2,949	3,789	4,557	2,649	2,034	1,554	26,269	16.77	
Saturday	1,267	1,034	731	995	1,518	2,316	2,440	2,408	2,491	2,261	2,035	1,634	21,130	13.49	
	5,449	4,232	4,902	14,231	14,009	14,435	17,659	21,225	25,304	15,519	11,840	7,842	156,647		
	3.48	2.70	3.13	9.08	8.94	9.21	11.27	13.55	16.15	9.91	7.56	5.01			

	Fatal	Major Injury	Minor Injury	Poss Injury	PDO	Totals
2013	290	1,252	4,517	7,375	36,575	50,009
2014	287	1,234	4,518	7,842	38,132	52,013
2015	282	1,228	4,837	9,225	39,053	54,625
	859	3,714	13,872	24,442	113,760	156,647



	Fatal	Incapac.	Non-Incapac.	Poss	Unk	Total
2013	317	1,549	5,874	9,727	617	18,084
2014	321	1,515	5,960	10,009	773	18,578
2015	320	1,470	6,307	11,332	1,337	20,766
	958	4,534	18,141	31,068	2,727	57,428



**APPENDIX A TO PART 1300 –
CERTIFICATIONS AND ASSURANCES
FOR HIGHWAY SAFETY GRANTS
(23 U.S.C. CHAPTER 4; SEC. 1906, PUB. L. 109-59,
AS AMENDED BY SEC. 4011, PUB. L. 114-94)**

[Each fiscal year, the Governor's Representative for Highway Safety must sign these Certifications and Assurances affirming that the State complies with all requirements, including applicable Federal statutes and regulations, that are in effect during the grant period. Requirements that also apply to subrecipients are noted under the applicable caption.]

State: Iowa

Fiscal Year: 2018

By submitting an application for Federal grant funds under 23 U.S.C. Chapter 4 or Section 1906, the State Highway Safety Office acknowledges and agrees to the following conditions and requirements. In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following Certifications and Assurances:

GENERAL REQUIREMENTS

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4 – Highway Safety Act of 1966, as amended
- Sec. 1906, Pub. L. 109-59, as amended by Sec. 4011, Pub. L. 114-94
- 23 CFR part 1300 – Uniform Procedures for State Highway Safety Grant Programs
- 2 CFR part 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
- 2 CFR part 1201 – Department of Transportation, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards

INTERGOVERNMENTAL REVIEW OF FEDERAL PROGRAMS

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs).

FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, (https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;

- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if:
 - (i) the entity in the preceding fiscal year received—
 - (I) 80 percent or more of its annual gross revenues in Federal awards;
 - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
 - (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

NONDISCRIMINATION

(applies to subrecipients as well as States)

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination (“Federal Nondiscrimination Authorities”). These include but are not limited to:

- **Title VI of the Civil Rights Act of 1964** (42 U.S.C. 2000d *et seq.*, 78 stat. 252), (prohibits discrimination on the basis of race, color, national origin) and 49 CFR part 21;
- **The Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970**, (42 U.S.C. 4601), (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
- **Federal-Aid Highway Act of 1973**, (23 U.S.C. 324 *et seq.*), **and Title IX of the Education Amendments of 1972**, as amended (20 U.S.C. 1681-1683 and 1685-1686) (prohibit discrimination on the basis of sex);
- **Section 504 of the Rehabilitation Act of 1973**, (29 U.S.C. 794 *et seq.*), as amended, (prohibits discrimination on the basis of disability) and 49 CFR part 27;
- **The Age Discrimination Act of 1975**, as amended, (42 U.S.C. 6101 *et seq.*), (prohibits discrimination on the basis of age);
- **The Civil Rights Restoration Act of 1987**, (Pub. L. 100-209), (broadens scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, The Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms "programs or activities" to include all of the programs or activities of the Federal aid recipients, sub-recipients and contractors, whether such programs or activities are Federally-funded or not);
- **Titles II and III of the Americans with Disabilities Act** (42 U.S.C. 12131-12189) (prohibits discrimination on the basis of disability in the operation of public entities,

- public and private transportation systems, places of public accommodation, and certain testing) and 49 CFR parts 37 and 38;
- **Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations** (prevents discrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations); and
 - **Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency** (guards against Title VI national origin discrimination/discrimination because of limited English proficiency (LEP) by ensuring that funding recipients take reasonable steps to ensure that LEP persons have meaningful access to programs (70 FR at 74087 to 74100).

The State highway safety agency—

- Will take all measures necessary to ensure that no person in the United States shall, on the grounds of race, color, national origin, disability, sex, age, limited English proficiency, or membership in any other class protected by Federal Nondiscrimination Authorities, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any of its programs or activities, so long as any portion of the program is Federally-assisted.
- Will administer the program in a manner that reasonably ensures that any of its subrecipients, contractors, subcontractors, and consultants receiving Federal financial assistance under this program will comply with all requirements of the Non-Discrimination Authorities identified in this Assurance;
- Agrees to comply (and require any of its subrecipients, contractors, subcontractors, and consultants to comply) with all applicable provisions of law or regulation governing US DOT's or NHTSA's access to records, accounts, documents, information, facilities, and staff, and to cooperate and comply with any program or compliance reviews, and/or complaint investigations conducted by US DOT or NHTSA under any Federal Nondiscrimination Authority;
- Acknowledges that the United States has a right to seek judicial enforcement with regard to any matter arising under these Non-Discrimination Authorities and this Assurance;
- Insert in all contracts and funding agreements with other State or private entities the following clause:

“During the performance of this contract/funding agreement, the contractor/funding recipient agrees—

- a. To comply with all Federal nondiscrimination laws and regulations, as may be amended from time to time;

- b. Not to participate directly or indirectly in the discrimination prohibited by any Federal non-discrimination law or regulation, as set forth in Appendix B of 49 CFR part 21 and herein;
- c. To permit access to its books, records, accounts, other sources of information, and its facilities as required by the State highway safety office, US DOT or NHTSA;
- d. That, in event a contractor/funding recipient fails to comply with any nondiscrimination provisions in this contract/funding agreement, the State highway safety agency will have the right to impose such contract/agreement sanctions as it or NHTSA determine are appropriate, including but not limited to withholding payments to the contractor/funding recipient under the contract/agreement until the contractor/funding recipient complies; and/or cancelling, terminating, or suspending a contract or funding agreement, in whole or in part; and
- e. To insert this clause, including paragraphs a through e, in every subcontract and subagreement and in every solicitation for a subcontract or sub-agreement, that receives Federal funds under this program.

THE DRUG-FREE WORKPLACE ACT OF 1988 (41 U.S.C. 8103)

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
 - o The dangers of drug abuse in the workplace.
 - o The grantee's policy of maintaining a drug-free workplace.
 - o Any available drug counseling, rehabilitation, and employee assistance programs.
 - o The penalties that may be imposed upon employees for drug violations occurring in the workplace.
 - o Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- c. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
 - o Abide by the terms of the statement.
 - o Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- d. Notifying the agency within ten days after receiving notice under subparagraph (c)(2) from an employee or otherwise receiving actual notice of such conviction.
- e. Taking one of the following actions, within 30 days of receiving notice under subparagraph (c)(2), with respect to any employee who is so convicted –

- Taking appropriate personnel action against such an employee, up to and including termination.
 - Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- f. Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

POLITICAL ACTIVITY (HATCH ACT)
(applies to subrecipients as well as States)

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508), which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

CERTIFICATION REGARDING FEDERAL LOBBYING
(applies to subrecipients as well as States)

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who

fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

RESTRICTION ON STATE LOBBYING
(applies to subrecipients as well as States)

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION
(applies to subrecipients as well as States)

Instructions for Primary Certification (States)

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR Parts 180 and 1300.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default or may pursue suspension or debarment.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction*, *debarment*, *suspension*, *ineligible*, *lower tier*, *participant*, *person*, *primary tier*, *principal*, and *voluntarily excluded*, as used in this clause, have the

meaning set out in the Definitions and coverage sections of 2 CFR Part 180. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by NHTSA.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Certification" including the "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion—Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR Parts 180 and 1300.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, the department or agency may disallow costs, annul or terminate the transaction, issue a stop work order, debar or suspend you, or take other remedies as appropriate.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

- (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;
- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
- (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR Parts 180 and 1300.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms *covered transaction, debarment, suspension, ineligible, lower tier, participant, person, primary tier, principal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 2 CFR Part 180. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by NHTSA.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Certification" including the "Certification

Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR Parts 180 and 1300.

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, the department or agency with which this transaction originated may disallow costs, annul or terminate the transaction, issue a stop work order, debar or suspend you, or take other remedies as appropriate.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

BUY AMERICA ACT

(applies to subrecipients as well as States)

The State and each subrecipient will comply with the Buy America requirement (23 U.S.C. 313) when purchasing items using Federal funds. Buy America requires a State, or subrecipient, to purchase only steel, iron and manufactured products produced in the United States with Federal funds, unless the Secretary of Transportation determines that such domestically produced items would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. In order to use Federal funds to purchase

foreign produced items, the State must submit a waiver request that provides an adequate basis and justification to and approved by the Secretary of Transportation.

PROHIBITION ON USING GRANT FUNDS TO CHECK FOR HELMET USAGE
(applies to subrecipients as well as States)

The State and each subrecipient will not use 23 U.S.C. Chapter 4 grant funds for programs to check helmet usage or to create checkpoints that specifically target motorcyclists.

POLICY ON SEAT BELT USE

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information on how to implement such a program, or statistics on the potential benefits and cost-savings to your company or organization, please visit the Buckle Up America section on NHTSA's website at www.nhtsa.dot.gov. Additional resources are available from the Network of Employers for Traffic Safety (NETS), a public-private partnership headquartered in the Washington, D.C. metropolitan area, and dedicated to improving the traffic safety practices of employers and employees. NETS is prepared to provide technical assistance, a simple, user-friendly program kit, and an award for achieving the President's goal of 90 percent seat belt use. NETS can be contacted at 1 (888) 221-0045 or visit its website at www.trafficsafety.org.

POLICY ON BANNING TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while driving company-owned or -rented vehicles, Government-owned, leased or rented vehicles, or privately-owned when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

SECTION 402 REQUIREMENTS

1. To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for a grant under 23 U.S.C. 402 is accurate and complete.
2. The Governor is the responsible official for the administration of the State highway safety program, by appointing a Governor's Representative for Highway Safety who shall be responsible for a State highway safety agency that has adequate powers and is suitably

equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))

3. The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))
4. At least 40 percent of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of political subdivisions of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C)) or 95 percent by and for the benefit of Indian tribes (23 U.S.C. 402(h)(2)), unless this requirement is waived in writing. (This provision is not applicable to the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands.)
5. The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))
6. The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))
7. The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State, as identified by the State highway safety planning process, including:
 - Participation in the National high-visibility law enforcement mobilizations as identified annually in the NHTSA Communications Calendar, including not less than 3 mobilization campaigns in each fiscal year to –
 - Reduce alcohol-impaired or drug-impaired operation of motor vehicles; and
 - Increase use of seatbelts by occupants of motor vehicles;
 - Submission of information regarding mobilization participation in accordance with 23 CFR part 1300.11(d)(6)(ii);
 - Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
 - An annual Statewide seat belt use survey in accordance with 23 CFR part 1340 for the measurement of State seat belt use rates, except for the Secretary of Interior on behalf of Indian tribes;
 - Development of Statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
 - Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a). (23 U.S.C. 402(b)(1)(F))

8. The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 402(j))
9. The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

The State: [**CHECK ONLY ONE**]

Certifies that automated traffic enforcement systems are not used on any public road in the State;

OR

Is unable to certify that automated traffic enforcement systems are not used on any public road in the State, and therefore will conduct a survey meeting the requirements of 23 CFR 1300.13(d)(3) AND will submit the survey results to the NHTSA Regional office no later than March 1 of the fiscal year of the grant.

I understand that my statements in support of the State's application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.



Signature Governor's Representative for Highway Safety

6/15/17

Date

Roxann M. Ryan, Commissioner

Printed name of Governor's Representative for Highway Safety